65

BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 9 No. 3

WASHINGTON, D. C.
AUGUST 1, 1935

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERA
AUG 2 1935
LIBRARY

THE GREATER

SERVING 6½ MILLION RADIO HOMES

BAMBERGER BROADCASTING SERVICE, INC

MEMBER OF THE MUTUAL BROADCASTING SYSTEM · **WGN**, CHICAGO
WLW, CINCINNATI · **WXYZ**, DETROIT · (Beginning Sept. 29) **CKLW**, WINDSOR-DETROIT

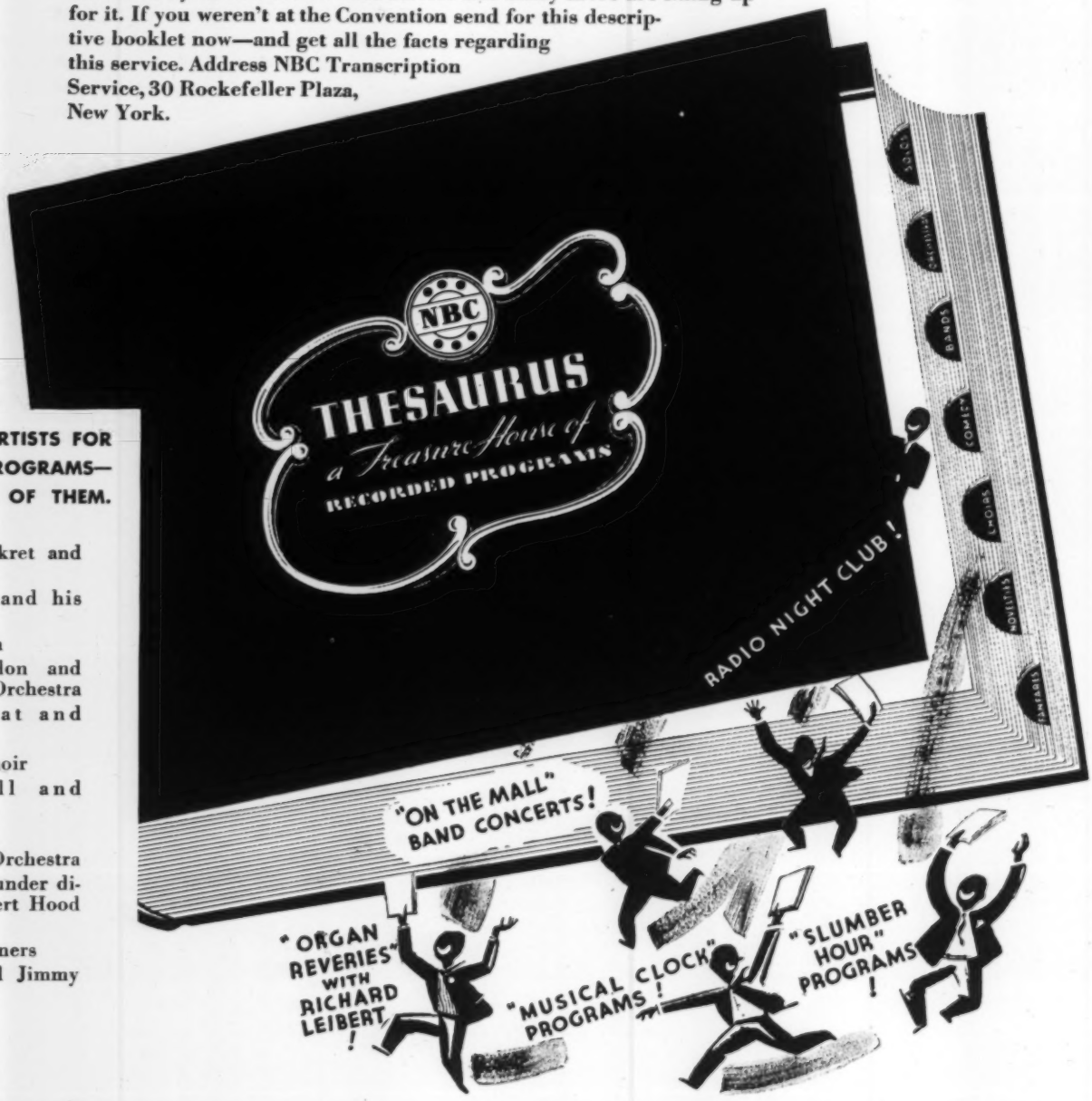
An Outstanding Hit ★ ★ ★

at the NAB Convention!

The NBC Thesaurus, a treasure house of recorded programs, was voted "tops" by station men from all over the country who attended the Convention. • 48 stations have already subscribed for this service and many more are lining up for it. If you weren't at the Convention send for this descriptive booklet now—and get all the facts regarding this service. Address NBC Transcription Service, 30 Rockefeller Plaza, New York.

OUTSTANDING ARTISTS FOR OUTSTANDING PROGRAMS—HERE ARE SOME OF THEM.

Nathaniel Shilkret and Orchestra
Harry Reser and his Orchestra
Ray Heatherton
Rosario Bourdon and Symphony Orchestra
Xavier Cugat and Orchestra
Westminster Choir
George Hall and Orchestra
Master Singers
Green Bros. Orchestra
Military Band under direction of Robert Hood Bowers.
The Honeymooners
Jack, June and Jimmy



NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ WRC & WMAL WMAQ & WENR KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT

The Greatest World-Wide News Service.

United Press bureaus and staff men encircle the globe.

Every nook and corner of the civilized world has its quota of United Press trained reporters.

Forty nine countries receive United Press dispatches, translated into 21 different languages.

Every important news center of the United States has its United Press bureau.

Twelve more United Press bureaus have been established since January 1.

More than 150,000 miles of United Press leased wires form a network across the United States.

United Press assures a NATIONAL, REGIONAL and FOREIGN news coverage geared to the times—

—and the watchword of the United Press is always—

ACCURACY SPEED

UNITED PRESS

220 East 42nd Street New York

"Suppose there's a weak link, Mr. F&S!"

IN radio, it's not quite true that a Chain is no stronger than its weakest link—and yet it's often true that a Chain can be made much more valuable to the advertiser by the addition of an *extra link* here and there.

If sales aren't so hot in any of the territories listed below, give us a ring. We've got the low-down on the actual conditions in all these markets and we *may* have the answer to your prayers.

In any case, you'll get an honest analysis of the situation. Then if *we* fit into your picture—well, you know where to reach us!

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WHO	(NBC)	Des Moines	KMBC	(CBS)	Kansas City
WCAO	(CBS)	Baltimore	KFAB	(CBS)	Lincoln-Omaha
WGR-WKBW	(CBS)	Buffalo	WAVE	(NBC)	Louisville
WIND-Gary	—	WJJD-Chicago	WTCN		Minneapolis-St. Paul
WHK	(CBS)	Cleveland	KOIL	(NBC)	Omaha
KSD	(NBC)	St. Louis			
KFWB		Los Angeles			
KOIN	(CBS)	Portland			
KOL	(CBS)	Seattle			
KVI	(CBS)	Tacoma			

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BROADCASTING
and
Broadcast Advertising

Vol. 9 No. 3 WASHINGTON, D. C. August 1, 1935 $3.00 A YEAR — 15c A COPY

Record Fall and Winter Business Forecast

Key Figures in Radio Advertising Field Are Unanimous In Seeing Bullish Trend in Total Sales of Time

BROADCASTING as a business, already having achieved record time sales for the early months of this year, faces the best fall and winter in its history. Even with the severest restrictions on commercial copy ever imposed by stations and networks, the volume of broadcast advertising already booked or in prospect will prove radio has definitely forged its way out of the depression. Indeed, the prediction is being made that total radio time sales, if they do not reach $100,000,000 for the current calendar year, will closely approach that figure for the fiscal year of July 1, 1935-June 30, 1936.

The foregoing statements and deductions are based not only on billings already reported but upon reports from key figures in the radio advertising field who are in strategic positions to gauge the situation. Without exception they take a bullish slant—leading agency, network and station executives alike.

In addition to querying these key figures by telegraph, BROADCASTING has also received a report from its own editor, Sol Taishoff, who left the NAB convention at Colorado Springs July 10 for a five-week tour of the Pacific Coast and Middle West to contact agencies, stations, advertisers, representatives, transcription companies, etc. His observations similarly are decidedly optimistic.

Marked Gains Noted

THE FIGURES for the first half of this year tell part of the story, for they represent business done before the usual summer letdown. Yet the three major networks, as shown by the table on this page, have already grossed more than $25,000,000 from time sales for the first six months of this year, representing gains of 10.3 to 24.1% over the same period last year.

About $18,500,000 was grossed during the first six months of this year from the time sales of the regional networks, national non-network advertising and local advertising, according to estimates based on the NAB monthly statistical reports. This compares with approximately $15,275,000 during the same six months of 1934.

During all of 1934, the gross volume of broadcast advertising [see BROADCASTING 1935 Yearbook] was $72,887,000, of which $42,647,000 was represented by the three major networks. It can readily be ascertained, therefore, how far ahead of last year's business 1935 volume is already running—and some of the best months are yet to come.

Cold figures may tell a convincing story, but even more enlightening are the statements obtained by BROADCASTING from the radio executives of agencies who were among those placing the largest volume of radio advertising last year and who are still among the leaders in network and spot placements.

They were asked to comment on prospects for both network and spot business as they see it this fall, especially in the light of the new network and station restrictions on copy and the FCC's current drive against undesirable programs. This is what they said:

MONTAGUE HACKETT, vice president in charge of radio, Lord & Thomas, New York—"We are not afraid of the networks' rulings restricting certain types of programs and advertising matter. On the contrary, we feel that they are a wholesome development and in the best interests of the broadcasting industry. Nor are we bothered by the FCC's campaign. We feel that both these factors will react for the betterment of radio as an advertising medium.

"The fall is, in all probability, going to set a new high for radio advertising. Competition between programs is going to be keener, and it is therefore going to require greater ingenuity and more imagination to make individual presentations stand out. Even this very competition is bound to have its effect on the audience. It should heighten their appreciation of, and their interest in, the kind of radio entertainment they are offered.

"We look for a general increase in radio expenditures in practically all lines of business without regard to classification, but with a tendency for the larger advertisers to spend somewhat more than they do now, both in dollars and in proportion to others."

ARTHUR PRYOR, Jr., director of radio, Batten, Barton, Durstine & Osborn Inc., New York—"The present drive for better programs and against undesirable programs is a natural and inevitable phase of the general trend toward improved broadcasting which has been going on for more than ten years.

"Most of the improvement has, and will continue to, come from within broadcasting—i.e., from advertisers, agencies and broadcasters. The drives which are being conducted by outside elements, such as the FCC, women's organizations and civic units, are serving to publicize the desire and action on the part of the better element in broadcasting to give the public more and better entertainment and a fuller measure of cultural and educational material.

"This fall, the networks should have the finest schedule of entertainment and education in their history. The new restrictions by the networks may send some undesirable programs to the field of spot broadcasting, but they will not remain long. The best stations are already falling in with the networks in demanding a high standard and weeding out those which do not meet it.

"Radio is becoming more and more an integral part of everyday American life, and the going will become increasingly difficult for advertisers and broadcasters who do not make proper use of it.

"Broadcasting as a whole has great things ahead of it, not the least of which is continued success to the substantial advertisers who do make proper use of it."

CHESTER B. BOWLES, executive vice president, Benton & Bowles, New York—"I feel justified in predicting that the outlook for fall in both network spot radio broadcasting is very favorable. I base this forecast on several factors. For one thing, general business conditions are improving. Secondly, advertisers are learning how to use radio more intelligently. We're listening to fewer and fewer ordinary radio programs, and the day when sponsors were satisfied with 'crooner, jazz band and quartet' to sell their wares is gone. Coincident with brighter prospects for network broadcasting this fall use of spot broadcasting is bound to grow. We have used it several times recently to stimulate sales in certain localities and results justify our continued use of it this year. All of our network programs will continue this fall stronger than ever before."

M. A. HOLLINSHEAD, radio director, Campbell-Ewald Co., Detroit—"This is in answer to your wire of the 17th asking for an opinion as to prospects for network and spot radio business this fall, especially in view of recent network restrictions and FCC drive against undesirable programs.

"Let me answer by giving three cheers for both the network restrictions and federal drive against undesirable programs. The ultimate good of radio is encompassed in both these movements. The networks are merely doing what the

Networks' Gross Monthly Time Sales

	1935	% Gain Over 1934	1934	1933	1932
NBC-WEAF (Red)					
January	$1,729,137	32.0	$1,309,662	$1,031,373	$1,421,034
February	1,620,977	33.3	1,215,998	908,531	1,379,120
March	1,802,741	31.1	1,374,910	1,028,935	1,484,906
April	1,656,283	22.2	1,355,587	809,508	1,297,903
May	1,614,969	12.0	1,441,900	816,665	1,150,152
June	1,464,124	15.1	1,272,480	824,155	979,262
Total	9,888,231	24.1	7,970,537	5,419,167	7,712,377
CBS					
January	$1,768,949	25.8	$1,405,948	$941,465	$1,348,842
February	1,654,461	19.2	1,387,823	884,977	1,319,414
March	1,829,553	20.0	1,524,904	1,016,102	1,436,050
April	1,615,389	17.8	1,371,601	775,487	1,354,592
May	1,287,455	2.5	1,255,887	624,256	1,326,994
June	1,066,729	15.2	925,939	553,056	915,830
Total	9,222,536	17.2	7,872,102	4,795,343	7,701,722
NBC-WJZ (Blue)					
January	$1,093,749	10.6	$988,503	$752,052	$1,068,868
February	1,072,136	18.7	902,866	744,209	1,054,490
March	1,156,032	12.4	1,028,552	859,572	1,228,844
April	975,970	5.6	924,623	783,898	1,227,530
May	1,007,931	8.7	926,880	761,231	1,041,195
June	863,511	5.1	821,607	609,830	1,002,039
Total	6,169,329	10.3	5,593,031	4,510,792	6,622,966

advertisers would do themselves if they could get together on a code. The tendency to closer censorship of radio fare is a very healthy sign. The finest programs on the air will not need to alter their material and those who have been getting away with murder will have to play ball according to the rules.

"From the standpoint of business volume, the withdrawal of such accounts as the self-appointed medical advisors and other borderline advertisers will merely make room for more desirable products."

H. C. McCANN, president, McCann-Erickson Inc., New York— "The prospects for extensive use of radio advertising in the fall of 1935 seem to be undimmed by recent publicity regarding copy restriction and censorship.

"Sound advertisers and agencies appreciate the danger to one of their major media which might accrue from undesirable programs. Accordingly, they do not resent restrictions which will enforce on all advertisers the high standards which they have voluntarily elected for their own air presentations.

"The future for radio looks brighter than ever, as more complete understanding of this new medium, and good taste in its use, become more widespread."

EDWARD A. BYRON, radio director, William Esty & Co., New York— "Network and spot prospects for the fall appear to be unaffected insofar as volume is concerned by the recent rulings of network officials and FCC. It is quite apparent that advertisers, still radio-minded but no longer able or desiring to use network facilities, will go spot. This opens up desirable time on the networks concerned and another result will probably be a flow of good commercial programs, hitherto unavailable, to small independent stations. The phrase 'good commercial programs' naturally refers to talent and program structure rather than to advertising content. Our laxative account, *Feen-a-mint*, has elected to remain on the Columbia network with *Feen-a-mint National Amateur Night* through the fall and winter inasmuch as none of the rulings or restrictions on commercial copy have caused any drastic changes to be made in their commercial message."

MARION PARSONNET, director of radio, Lennen & Mitchell Inc., New York—"It seems apparent that there is going to be a great deal more spot broadcasting, in proportion to the volume of network advertising, during the coming winter season, but I do not think it is going to hurt the networks. Their restrictions on medical programs did not come a day too soon. I know several of our clients are stipulating that their programs shall not precede or follow laxative accounts.

"To me the reduction or elimination of blood and thunder scripts is most desirable, though temporarily it may hurt the sale of time between the hours of 5 and 7. Perhaps as a result of this we may be able to hear some dinner music once again. I think there was a definite trend away from gunfire and bloodshed even before the FCC acted, and all the programs now

(*Continued on page 42*)

34 Stations Extend Copyright Contracts With ASCAP; Mills Taking Nation Tour

CONTRACTS for the new five-year license renewals with ASCAP were signed by 34 stations up to July 26, with 21 applications for renewals pending signature on that date, according to E. C. Mills, ASCAP general manager. The 34 included 14 NBC owned and operated stations and six CBS, Mr. Mills stated. Two of the remaining, he added, represented extensions of the newspaper-station contracts and three of those pending represented newspaper-stations. The names of the signatory stations were withheld.

Mr. Mills asserted that in addition to the foregoing 55 stations, correspondence is in progress with about 50 more stations which have asked whether renewals are available. Exactly the same form of contract renewal is being offered all the stations, Mr. Mills said, this being a simple declaration signed by both parties to the effect that contracts now in force (the "sustaining fee" plus 5% of gross) shall be extended to Dec. 31, 1940.

Stations Make Advances

STATIONS are not being circularized by ASCAP with an invitation to extend their contracts, Mr. Mills said, because "we don't feel obliged to do that." Any station that wants the contract can have it, he added. Mr. Mills also told BROADCASTING that ASCAP still entertains the friendliest of feelings towards the broadcasters; still would like to secure from the NAB a definite formula for the payment of copyright fees, which he said has never been forthcoming from the association; and is not angry nor in a mood to seek reprisals from radio for allegedly "fomenting" the government's suit against ASCAP as an illegal combination under the anti-trust laws.

With regard to the government's suit, Mr. Mills declared the Society felt such a test of its existence was bound to come sooner or later. It welcomed the suit, he said, because ASCAP is being built not merely as a temporary organization but with the idea of continuing "in perpetuity."

In asserting his friendly feeling towards broadcasters, despite the heated character of the debates at the recent NAB convention, Mr. Mills pointed out that they were ASCAP's best customers last year. Sixty per cent of its revenues of $3,370,000 came from radio during 1934, he said.

The ASCAP general manager will leave New York about Aug. 1 on his semi-annual tour of the Society's branch offices, during which he will contact broadcasters among others. The itinerary includes going directly to Seattle and thence to Portland, San Francisco, Los Angeles, Dallas, New Orleans and Atlanta. No definite stopover dates have been fixed. From Atlanta his tentative plans include going to Chicago and then to Kansas City and other Middle Western points.

Coughlin Radio Plans

NOW on vacation, Father Charles E. Coughlin, the "radio priest", is definitely planning a return to the wave lengths starting the last Sunday in October or the first Sunday in November. He plans to resume his independent network, with possibly Texas and Pacific Coast stations added. E. W. Hellwig Co., New York, is expected to handle the account again, and tentative plans include running for 52 weeks or through the 1936 elections.

Milk Drive in New York To Include 16 Stations

NEW YORK STATE will use spot announcements on 16 stations starting Aug. 5 and continuing for 31 weeks, six days a week, for its milk campaign. Each station will broadcast one-minute transcriptions once a day, with at least two stations getting the series in large cities. Discs will be staggered throughout the day. A major part of the $400,000 appropriation will be spent for newspaper space, which will tie in with the announcements in appealing to both young and old.

Last year a 15-minute children's program was broadcast over a CBS state-wide network. J. M. Mathes Inc., N. Y., was selected for the current account after 29 agencies had submitted plans. Peter G. Ten Eyck, Commissioner of Agriculture, made the selection. Stations to be used are WBNX, WHN, WINS, WMCA, WOKO, WNBF, WGR-WKBW, WBEN, WESG, WHAM, WHEC, WGY, WFBL, WSYR, WIBX.

Some Observations on Radio Business Prospects . . . .

BY SOL TAISHOFF

THE LONG-COVETED but never achieved "hundred million dollar" year for radio broadcasting time sale appears definitely in sight. With the resumption of the new radio season this fall, prospects are brighter than ever before—even after the record 1934-35 year when time sales, according to the NAB statistical reports, reached approximately $73,000,000.

For the last month I have taken occasion to discuss fall prospects with broadcasters, advertising agency executives, station representatives, advertisers, transcription producers, program builders and others in the business of broadcasting. Wherever I have met them on a tour that included the NAB convention, the Pacific Coast and Mountain states and the Middle West, I have heard the identical response: Business during the next year will surpass all previous records. This view was expressed without a single discordant note, despite the openly evident fact that certain types of accounts, notably in the proprietary line, which have abounded on the air in the past, will not be accepted as widely as before.

Demands for Time

FROM the opinions I have heard, I hazard the prediction that the demands for desirable hours on practically all stations in good and in average markets will exceed the supply. Advertisers are more alive to the dollar-for-dollar value of broadcast advertising than ever before. Even with the night-time hours exhausted, there are still many daytime periods available, and, with the experience that has come with the years, radio advertisers are becoming more and more conscious of their value for many commodity lines.

The recession in time sales during the current summer, I gather from station operators, is far less than in past years. There was admittedly a recent tapering off in business, but the volume, as far as I am able to discern, averaged from 20 to 40% higher than last summer. If advance signs mean anything, there should be a greater tendency on the part of advertisers—network, regional and local—to continue their schedules throughout the summer.

While the proprietary problem is vexing to advertisers and their agencies and to stations, the present cleanup campaign nevertheless is expected to have a salutary effect, according to those with whom I have talked. True, the networks no longer will accept certain accounts and have placed rigid restriction upon the commercial credits for commodities in related fields. But it must be kept in mind that the FCC has not, and, as a matter of legal fact, cannot outlaw such advertising. This point was made abundantly clear by Chairman Prall of the FCC in his address before the NAB convention last month.

Already there has been discerned a decided trend on the part of certain medicals toward spot broadcasting. Ex-Lax is leading the way, having already arranged a nation-wide transcription campaign. Others barred from the networks or made to clear network time are contemplating similar spot campaigns, it is indicated.

Program Checks

ALL THINGS considered, it is felt that no real hardship will accrue from the FCC cleanup program. From the industry standpoint it could not have come at a better time. The FCC action had the effect of putting the brakes on radio copy that was getting out of hand. Stations, with very few exceptions, have become more cautious about program acceptances. And the advertisers themselves are applying restraints which should in no way curtail their sales efforts but which simply reject bad taste in copy.

One thing that I cannot refrain from expressing after talking to scores of broadcasting executives on this trip. It is the measurably improved calibre of the men at the helm in this industry. Year by year one can detect the new faces that enter radio, adding to its character and standing as a major industrial unit. These changes appear to be benefiting the industry as a whole and should result in the building of the kind of stability that befits an industry which is so intimately identified with the daily life of the nation.

Agency Recognition Plan Submitted

Stations Circularized by NAB for Support of Project; Standards Which Agencies Should Meet Set Forth

UPON the willingness of enough broadcasting stations to support it during its first year now depend the plans for the creation of an NAB Agency Recognition Bureau as favored in a resolution adopted by the recent NAB convention. James W. Baldwin, NAB managing director, on July 24 circularized all member stations with details of the plan drawn up by the NAB commercial committee, enclosing subscription agreements.

The bureau's purpose would be "to act as a clearing house for information whereby stations may determine whether agencies conform to the standards of recognition." A plan for such a bureau has been in the making for nearly a year.

Basis of Recognition

MR. BALDWIN'S letter points out that it will cost no more than $16,000 to incorporate, install and operate the bureau the first year, after which the costs will be materially reduced. To begin with, therefore, a minimum of 125 subscriptions at $125 each is needed. Membership will be limited to NAB members, and the bureau will not make its information available to non-subscribers.

Standards of recognition and conditions proposed by the bureau are detailed in a box on this page. The NAB commercial committee reported to the convention that 75% of the stations recently surveyed were unqualifiedly in favor of a system which would (1) promulgate and adopt standards of agency recognition; (2) create machinery for such recognition, including a clearing house of information regarding agencies, and (3) develop a credit clearing house.

The proposed standards of recognition were said by the committee to represent the best station practice today and have incorporated the features found most successful by other major media. Among those whose standards were scrutinized before these were drawn up were the American Newspaper Publishers Association, the Periodical Publishers Association, the Agricultural Publishers Association and the Twin Cities combination of newspapers and radio stations which last year promulgated their own local recognition system.

Specific activities of the NAB Agency Recognition Bureau Inc., as it will be formally known, are detailed as follows in the prospectus:

1. It collects information from agencies regarding their financial status, organization, general advertising experience and experience with radio in particular, their connection, if any, with advertisers or media, and similar matters. This information is used by the recognition committee in determining whether the agency conforms with the standards of recognition and in recommending its recognition by stations.

2. It maintains a credit clearing house so that financial information regarding agencies and agency payments to stations may be kept up-to-date. This credit clearing house engages in the following activities:

(a) It analyzes agency statements and establishes credit ratings.

(b) It collects information regarding delinquency of payments on the part of agencies and makes the same available to member stations in periodic confidential reports.

(c) It maintains a file of current credit information regarding agencies and answers specific queries of member stations in this respect.

3. It publishes periodically, lists of advertising agencies which have been found to conform to the standards of recognition by the agency recognition committee, and issues supplementary data regarding additions to or deletions from the list when necessary.

Proposed Agency Recognition Standards

Conditions Governing Agency Recognition

THE BROADCASTER looks upon the advertising agency as a necessary element in the creation of advertising and in the development of advertising volume. For these essential services to the station it grants the agency a commission.

Station ..... will recognize advertising agencies as being eligible to be granted agency commissions only upon their fulfillment of the following conditions:

1. *Financial Responsibility.* To that end, the agency must furnish evidence of its financial responsibility. It must have resources adequate to its needs and business practices that are sound.

2. *Demonstrated Ability.* The principals as individuals and the agency as an organization, must have demonstrated their ability to develop and serve advertisers and to render broadcast advertising service. The individual applicant must have presented satisfactory evidence of his or its integrity and financial ability to meet its obligations.

3. *Bona Fide Service.* To the end that it may render bona fide economic service to advertiser and broadcaster alike, the agency

(a) Must be operating primarily in the agency field;

(b) Must not be prejudiced in its judgment of media or forms of advertising service by investment or interest in any organization engaged in the sale of advertising or its mechanics.

(c) To ensure the bona fide translation of the commission granted by the station into service, the agency must not rebate, either directly or indirectly, any portion of its commission to any third party.

4. *Cooperative Practice.* The agency must be willing to establish a continuing cooperation with the Bureau—ready to give necessary, proper and accurate information as to its financial condition and methods of operation upon reasonable request.

5. *Duration of Recognition.* Final recognition will be granted only following a probationary period. Recognition will continue for so long as the agency complies with the conditions set forth herein.

Special Conditions Governing Payment of Commissions

Station ..... further states that the following condition will govern the payment of commissions to recognized agencies:

1. No agency commission will be paid on accounts which the station has developed and where the salesman has secured the order and schedule prior to a recognized agency being appointed to handle the account. Regular commissions will be paid, however, to a recognized agency on any subsequent contract schedule or service which may be placed through or performed by the said agency for the same account.

2. No agency commission will be paid for business placed at the station's retail or local rate unless specifically provided for in the rate card.

Bethlehem Steel Tests

BETHLEHEM STEEL Corp., Bethlehem, Pa., has started a series of 15-minute transcriptions *Music & Steel*, twice weekly on WOAI, San Antonio, promoting its new galvanized sheets. This is believed to be the corporation's first broadcast schedule. The account is placed direct.

Sunkist Orange Spots

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles, on July 15 started a radio campaign for the marketing of the surplus crop of Valencia oranges with the Los Angeles office of Lord & Thomas handling the account, in which approximately a million dollars will be spent with various media. Two spot announcements daily are scheduled on 19 stations with a total of 96 spots for each. The include WBZ-WBZA, Boston; WNAC, Boston; WCAO, Baltimore; WBAL, Baltimore; WCAU, Philadelphia; WWJ and WJR, Detroit; KWK, St. Louis; WLW, Cincinnati; WENR and WBBM, Chicago; WFIL, Philadelphia; KDKA and WJAS, Pittsburgh; WEAN, Providence; WDRC, Hartford; WGAR and WTAM, Cleveland, and WOR, Newark.

Detroit Shifts Sept. 29

SEPT. 29 is the definite date for the realignment of Detroit stations, which will see WJR leaving NBC-WJZ network to join CBS; WXYZ joining NBC and keying some of the network's programs to the Michigan Network, and CKLW joining the Mutual Broadcasting System. Plans for "salute" programs are being made by each of the networks.

Press Radio Drops Pacific Coast Unit

New York Bureau Not Affected; New Groups Signing Clients

WITH the discontinuance on July 31 of the Pacific Coast office of the Press-Radio Bureau in Los Angeles, the press associations serving radio stations began to concentrate on the Western territory for prospective subscribers. William H. Gordon, editor of the Press-Radio Bureau, joined the Los Angeles office of the United Press in an editorial capacity. Walter Moss, sales manager of International News Service, went to Los Angeles following the NAB convention at Colorado Springs and appointed Capt. H. H. Hammer as INS Western sales representative.

The San Francisco bureau of Transradio Press, which formerly serviced Pacific Coast states only, has taken over coverage of all the 11 Western states and is increasing its staff of correspondents accordingly. The bureau is reported to be serving 60 stations, the latest to be signed being KFXM, San Bernardino, Cal., and KHSL, Chico, Cal.

Acquiring Stations

UP as of July 27 reported it was serving about 40 clients the newest to be signed being WGR-WKBW, Buffalo, starting in September, and WJAY, Cleveland. INS now has about the same number, its new contracts during the last fortnight being with WJJD, Chicago; WIND, Gary; KFNF, Shenandoah; WTCN, St. Paul; WIL, St. Louis; WTMV, E. St. Louis; KGKO, Wichita Falls; WTAX, Springfield, Ill.; WFBL, Syracuse.

The cessation of the Press-Radio Bureau in Los Angeles will not affect the New York bureau, so far as known, and it is continuing to operate under the agreement of April, 1934, with the networks, serving the networks and such individual stations as want its combined reports of the AP, UP and INS.

The New York bureau is now serving WMCA, WNEW, WNYC and WHN in New York, and files a night report to WGN, Chicago, and WTMJ, Milwaukee. Twice weekly it also files special reports to WBEN, Buffalo, and once weekly to the *Chicago Herald-Examiner*. In addition, it files a special daily report to the *Columbus Dispatch* and about a dozen other newspapers having tieups with radio stations for news periods.

Transradio Press, which went into the field of serving newspapers after the UP and INS went into the radio field, announced July 29 that the *Springfield* (Mass.) *Journal* was taking its full report.

Transradio on July 29 also filed with the FCC an application to be heard in protest against license renewal grants to 30 stations, including the 14 owned or managed by NBC, the seven of CBS, the eight of the Don Lee Network and WFBL, Syracuse.

Footsavers on CBS

JULIAN & KOKENGE Co., Columbus, O. (Footsaver shoes) will start *Musical Footnotes* on 16 CBS stations Sept. 8, using a Sunday noon quarter-hour. Aubrey, Moore & Wallace Inc., Chicago, is the agency.

AAAA Favors Copeland Bill; Asks Exemption for "Puffing"

Proponents of Bill Unable to Agree on What Agency Should Be Charged With Carrying Out Provisions

HEARINGS by a House subcommittee on the Copeland bill (S. 5) to regulate advertising and labeling of foods, drugs and cosmetics, which started July 22, have dealt mainly with controvery over what federal agency or agencies would be charged with its enforcement.

As the hearings went into the second week many legislative observers were of the opinion that the bill will go to the House by mid-August in substantially the form approved by the Senate. Also involved in the subcommittee sessions are the Sirovich bill (HR-8805) and the Mead bill (HR-6906) sponsored by the Proprietary Association. Main discussion has centered around the Copeland bill.

John A. Benson, president of the AAAA, said at the July 29 session that he considered the Copeland measure a "good bill", protecting consumers and honest advertisers and not unduly handicaping legitimate business if properly administered.

He suggested an amendment to exempt trade claims or "puffing" from penalty provisions. Bureaucratic administration of the bill could cause hardship to advertisers, agencies and media, he suggested, since some emotion appeal is needed or advertising would be lifeless. Too strict enforcement could be damaging, Mr. Benson explained, as for example the extension of all label regulations to advertising.

The bulk of opinion among agencies is in favor of enforcement by the F&DA, although he said there was sentiment in favor of the FTC.

Charles Coolidge Parlin, of the National Publishers Association, favored the bill without amendments, as did Clarence Clap, speaking for the National Editorial Association.

Representative Rayburn (D) of Texas, chairman of the full House Committee on Interstate and Foreign Commerce, has indicated that he will make every effort to have the bill placed on the House calendar in August, where its fate depends on the status of other legislation and the length of time Congress remains in session. Although the Copeland bill has administration support, other legislation deemed more important may receive preference, with a possibility that the Copeland bill will go over to next year.

Urges Amendments

THE FIRST WEEK of hearings was taken up by a half dozen witnesses in favor of food, drug and cosmetics legislation and one opponent. Main witness was Dr. Walter G. Campbell, chief of the Food & Drug Administration, who favors the Copeland bill with some changes designed to make it more rigid. Proponents of the measure resumed testimony July 29 and about a score of witnesses who wish it amended were to follow. Last to be heard will be those who oppose any change in existing law, with a half dozen being scheduled.

What may prove a complicating factor is the demand by Dr. Norman Burritt, of the Medical Society of New Jersey, for an investigation of enforcement of the present law. If his request is adopted by the subcommittee, considerable delay in presenting the bill to the House may result as an inquiry could consume several weeks.

Opposition to the Copeland bill, from which the Senate extracted many teeth, has dwindled considerably, with many trade associations favoring its passage outright and others fearing that controversy might lead to a much stronger measure.

The Sirovich bill would place enforcement in the Patent Office, Federal Trade Commission and Food & Drug Administration, with label, advertising and quality provisions being distributed among these three agencies. Suggestion was advanced in some quarters that enforcement of the Copeland bill be placed in the Public Health Service, which has several hundred doctors on its staff as compared with four or five in the F&DA. The Trade Commission has protested efforts to remove from it the supervision of advertising.

Dr. Campbell told the subcommittee at the opening hearing July 22 that the present law is inadequate as regards standards and penalties. Higher standards are needed, particularly for food products, he said, adding that standards for drugs are fairly well taken care of in the United States Pharmacopoeia and that problem is not so serious.

A modernized law is required for cosmetics, he explained, because their use has increased so vastly since the present act was passed in 1906. He pointed out that label regulation was the only method of preventing inclusion of excess water in food products.

He advocated passage of the Copeland bill with amendments. One of these is designed to prevent advertising by local retailers of products introduced into or received in interstate channels, without liability under the Copeland bill. This clause had been amended in the Senate to remove discrimination against radio. He suggested a change in wording to prevent manufacturers from using retailers as a cloak to obtain immunity from false advertising penalties.

To prevent duplication in federal enforcement, Dr. Campbell favored transfer of authority over advertising from the Federal Trade Commission to the Department of Agriculture. Rather than have dual responsibility, he would prefer to see all authority transferred to the FTC.

Another change in the Copeland bill which Dr. Campbell advocated would broaden the authority given the Secretary of Agriculture to make multiple seizures without court orders. He said Secretary Wallace favors the Copeland bill.

The seizure clause is opposed by some proprietary interests because it permits multiple seizures where labeling or advertising is "grossly deceptive". They construe this term as too broad, providing arbitrary powers.

Dr. Burritt said the present law is adequate; that the Copeland bill gives the Secretary of Agriculture too much power; that present difficulties are due to failure to enforce laws now on the books.

Representative Kenney, of the subcommittee, said that if food products were maintained at fixed legal standards, more farm products would be used and there would be less "water" and less talk of overproduction. His statement that the FTC had been successful in obtaining newspaper cooperation in eliminating objectionable advertising was answered by Dr. Campbell, who said that the decline in false advertising had largely been the result of public opinion.

William P. Jacobs, vice president of the Institute of Medicine Manufacturers, said the Copeland bill would set up an elaborate bureaucratic regulation and would lead to lengthy litigation and legal tests and State legislation. He said it contains no provision to curb FTC authority, thus continuing dual control with its expensive conflicts and uncertainties.

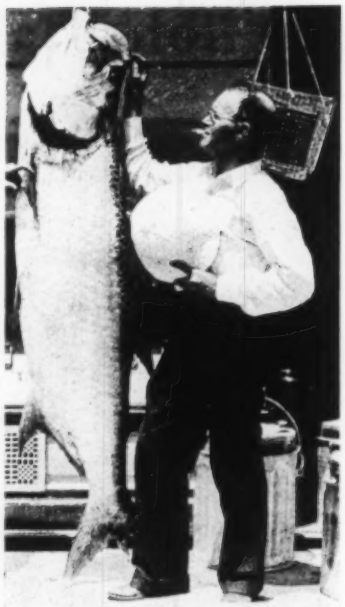
Another objection he made was that the Department of Agriculture will be able to stop all advertising of concerns involved by means of injunctions.

Efficiency of the Label

DR. ROBERT P. FISCHELIS, president of the Pharmaceutical Association, asked stronger provisions to prevent adulteration of drugs but in general favored passage of the Copeland bill. Supporting the Association was Dr. A. T. McCormack, Kentucky health commissioner, Mrs. Sara Vance Dugan, director of Kentucky's bureau enforcing food, drug and hotel legislation, and Daniel R. Forbes, counsel, National Preservers Association.

Dr. McCormack said the label should show the purchaser just what he is buying because "we have now arrived at the point where the label is forgotten for the persuasive voice on the radio."

Members of the House subcommittee are: Democrats, Chapman, Ky., chairman; Cole, Md.; Kenney, N. J.; Republicans, Wolfenden, Pa.; Reece, Tenn.



Catches a Record Tarpon

IT TOOK Lambdin Kay, the "Little Colonel" of WSB, Atlanta, nearly two hours to land this 6-foot tarpon weighing 117 pounds —taller and heavier than himself —off Dayton Beach, Fla., July 27. The Silver King was the largest fish caught there this season, and is being mounted by the local chamber of commerce for display in the WSB reception room. The day before catching this big fish, the diminutive broadcaster also caught a shark bigger than himself.

MORTON SPOTS WHEN IT RAINS

Salt Company Uses Announcements on WBBM, Chicago, On Days Ball Games Are Rained Out

MATCHING their familiar slogan with suitable weather conditions, the Morton Salt Co., Chicago, has gone on the air over WBBM, Chicago, with a series of spot announcements broadcast at 15-minute intervals during the baseball period on such days as the game has been rained out. These announcements point out that rain prevents ball games and makes ordinary salt stick in the salt shaker but that the latter contingency can be easily avoided by the use of Morton salt (when it rains it pours). To test the audience reached by early announcements the sponsor offered a booklet "100 Ways to Predict Rain" free to listeners writing in. The response was so great that an extension of these announcements to other cities is planned for next year.

The Morton Salt announcements are placed through Blackett-Sample-Hummert Inc., Chicago, which agency also places the baseball broadcasts for General Mills (Wheaties) over the same station.

Syrup of Figs Discs

STERLING PRODUCTS Inc., New York (California Syrup of Figs) is formulating a transcription campaign to include a large number of stations, starting Sept. 9. The 15-minute programs are to be broadcast four days a week. Yearly contracts are being signed. Stack-Goble Adv. Agency, New York is the agency.

Life Savers Return

LIFE SAVERS Inc., Rochester, N. Y. (mints) will start a new musical program selected among auditions submitted by 16 agencies on 26 NBC-WJZ stations, starting Wednesday, Sept. 18, 8-8:30 p. m. The sponsor's radio series, which will embrace additional supplementary stations as they clear time, will consume the bulk of its advertising appropriation this fall. Topping & Lloyd Inc., New York, handles the account.

Sunoco Lights the Sales Path With Radio

By GUY C. PIERCE

Executive Vice President, Roche, Williams & Cunnyngham Inc.

As Told to Howard J. London

On the Air Three Years With Lowell Thomas, Oil Company Places Its Sales Message in Its Marketing Region

Mr. Pierce

THROUGH a period of excitement and national financial distress, Sun Oil Co. has been on the air five nights a week with Lowell Thomas, news commentator and narrator. Does their broadcasting pay? Here is the plain answer: "It is not human nature to sponsor a loser, nor is it good business." So Sunoco business is good because Sun Oil Co. believes in good business and goes after it with network and spot broadcasting.

WITH the June 13 broadcast Sun Oil Co. celebrated its third consecutive year on the air. Three momentous years which saw the end of the Hoover regime, the election of Franklin D. Roosevelt as President of the United States, the bank holiday, the forming of the NRA, PWA, CWA, AAA and dozens of other administration efforts to cope with the depression.

What years these were, and it was our good fortune to have a program on the air whose whole purpose was to relay the latest news to our thousands of friends in Sunoco territory. And we were telling them five nights a week, 52 weeks to the year. In the last three years the people of the United States have been hungry for news and they still are, for that matter.

Ready-made Audience

AS YOU know, Sun Oil Co., upon hearing that the *Literary Digest* planned to discontinue sponsorship of its program over the NBC-WJZ network from 6:45-7 p. m., throughout the week, made the necessary arrangements and went on the air. We retained the program's news commentator, Lowell Thomas, and assumed the same time. There was not a lapse of a day from the time the *Literary Digest* signed off the air to our debut on the ether.

By allowing not even a day to intervene between the old and new sponsor, we obtained a ready-made audience. This audience must have been large because the magazine people had been sponsoring their program for two years. All told this makes the fifth year that Mr. Thomas has been on the air as a news commentator—maybe this is some kind of a record.

As a former professor of oratory at Princeton University, world traveller, author and lecturer, Mr. Thomas is well adapted to fulfill the role of news commentator. Most people think that being a news commentator is just a break in luck. To talk in a clear, well-modulated voice, know the correct pronunciation of words, and be able to speak words with the clearest articulation, are paramount essentials in serving as a news commentator. Listen to the next news broadcaster you hear and see if he can finish his 15-minute stint with the same vigor in his voice as when he began. We believe, after these last three years on the air, that Lowell Thomas is the "tops" as a news commentator.

And do they listen to Mr. Thomas? Well the conclusive experience that happened to us a few months ago bears reiteration. We announced at the beginning of a regular broadcast, no advance notice being given, that if the listeners wanted to send a message to Lowell Thomas just to pick up their telephone and call Western Union. The message to Mr. Thomas was to cost the listener nothing. In anticipation the Western Union had its regular force of 60,000 employes work overtime that evening. Extra telephone operators were put on the phone boards. But as it turned out the Western Union telegraph system was paralyzed. Listeners sent in 266,000 telegrams containing 9,000,000 words.

Clogged Wires

THIS was the first time that this type of listener-coverage has ever been made and the Western Union does not contemplate doing it again. If we had paid the regular telegraphic rates for those 266,000 telegrams it would have cost $200,000, or 67 cents a wire. For some unanswerable reason, besides the possibility that a listener-in could not get his local Western Union office due to clogged wires, a number of messages were sent by Postal Telegraph, which courteously accepted them free, for which we were grateful.

Of course a large majority of the messages we received came from listeners having telephones in their homes, but there must have been many others who heard the broadcast but did not send in a message for numerous reasons: No telephone in the home; tried to call but could not get a connection and did not try again; persons living in remote parts of the country away from a local Western Union office involving telephone toll charges, and those who had a telephone but did not bother to call. A fact that should be borne in mind is that the Lowell Thomas program is only broadcast by 12 stations on the WJZ network, from Boston to Detroit, and over supplementary stations WIOD, WFLA, and WJAX in Florida and WRVA in Richmond. A very conservative estimate of the number of listeners our commentator had that evening must have been over 1,500,000.

LOWELL THOMAS

In this day of plaints about over-emphasis of commercial announcements, a summary of the Sunoco policy may be of interest. No commercial announcement used on the Sunoco program is longer than 100 words. No announcement takes longer than 30 seconds to read and we have had this time down to 10 seconds. All commercials have some worthy thought or historical event woven around the sales plug, such as visiting Mother on Mother's Day or visiting some historical place. From time to time the Sunoco announcements place special emphasis on careful driving.

In writing the continuities for these commercial announcements we write with the express purpose of making the words fit James Wallington's manner of announcing. To read the old continuities you can readily imagine Mr. Wallington reading the same words. All announcements should be made to fit the announcer's own manner of speaking and voice inflection. Everybody likes to hear a person speak as though he were using his own words and not something that has been shoved into his mouth by someone else. In other words the announcement is sincere, and sincerity helps tremendously to sell any product, and it does sell ours.

As to our use of radio as a part of our advertising plan, let me explain something about the Sun distribution. Sunoco gasoline and motor oil is sold as far West as Grand Rapids, Mich., as far South as Washington, the Southeastern part of Canada and the State of Florida. You will readily note that the company does not have national coverage. Hence the use of media that have a national circulation, would be wasteful. But we can make radio fit our market and as our distribution expands so can we expand our radio network. We also use newspapers regularly and in dominating space.

While radio does do a selling job, we also use it to merchandise our other advertising. Mr. X saw a gasoline ad in his evening paper a few days ago and while listening to our broadcast he hears the announcer talking about this advertisement. The announcer is telling something about the illustration used in the ad and maybe recalls the headlines that were used. Mr. X may have forgotten by this time the particular ad he saw a few days ago, but the retelling refreshes his memory. In this way we make our newspaper advertising last longer and we tie-up our radio and newspaper advertising with one scoop.

Spot Campaign

WE ALSO use spot broadcasting to supplement our regular network broadcast. Spot programs are used in the following cities: Akron, Buffalo, Detroit, Schenectady, and Grand Rapids, Mich. In Akron, over WADC, we have Transradio news reports on Monday, Wednesday, and Friday. In Buffalo, over WBEN, a 15-minute sports program 6 nights per week is conducted by Mr. Sutherland of the *Buffalo News*. Spot announcements, of various lengths, are broadcast throughout the day over WOOD, Grand Rapids, Mich. Over WGY, Schenectady, James Healy conducts a 15-minute program on Monday, Wednesday and Friday. In Detroit we use WWJ, CKLW and WXYZ, over which spot announcements are broadcast at various intervals throughout the day, in addition to WJR which is used for the regular network program. We use these additional radio stations either to cover territory not adequately covered by the Lowell Thomas program, or to put on extra pressure.

The question has been asked, "Has the Sun Oil Company ever been on the air before this present series?" The answer is, "Yes, in the winter of 1930-31 on the same network we are now utilizing." Another question is asked, "Do you find your present series of program successful from a sales angle?" To which we reply, "It is not human nature to sponsor a loser, nor is it good business".

FCC Renewal Right Facing Court Test

Appeal on Col. Brown's Report On KFBI Renewal Plea Seen

WHAT may develop into the first legal test of the FCC Broadcast Division's real authority to threaten refusals of license renewals to radio stations unless they stop carrying certain programs deemed to be objectionable, is seen in the report of Commissioner Thad H. Brown, made public July 18 in which he recommends a denial of a license renewal to KFBI, Abilene, Kan.

Col. Brown's report is based upon hearings conducted by him, with George Porter as assistant general counsel of the FCC, at San Antonio, Tex. last March, shortly before the commissioner was shifted from the Broadcast to the Telephone Division. It is the equivalent of an examiner's report and requires final action by the Broadcast Division.

In the report Col. Brown recites how KFBI has continued to carry broadcasts by and on behalf of Dr. John R. Brinkley, some of them wired from Brinkley's Mexican radio studios at Del Rio, Tex., and also "psychological" programs sponsored by one "Omar", astrological programs featuring one "Koran" and direct selling programs for Dr. Ford's Van Nae (reducing) tea.

The Public Interest

WITH respect to the Brinkley broadcasts, Col. Brown asserts the station was on proper notice that they were objectionable. They dealt, he said, with gland ailments, testimonials, etc., which were the cause of Brinkley's loss of his medical license in Kansas and his earlier loss of his broadcast station license. Station KFBI, now owned by the Farmers & Bankers Life Insurance Co., Wichita, uses the equipment which it purchased from the old KFBK, Milford, Kan., the Brinkley station deleted by the former Radio Commission in 1930 because of its allegedly objectionable medical programs.

The other programs, Col. Brown also asserts, "are definitely not of a type that serve public interest." The fact that the manager of KFBI failed to report to the station owners in Wichita is not sufficient excuse for carrying the programs, he states, and he adds: "The licensee has been derelict in the performance of the trust imposed upon it by the licensing authority in turning over the complete control and management of the station together with the formulation of its broadcast policy to the station manager."

George E. Strong, Washington attorney for the operators of KFBI, who also represented Brinkley in his fight with the old FRC and in the courts, on July 26 filed strong exceptions with the FCC to the Brown report. He declared the case will be carried to the U. S. Supreme Court if necessary.

Col. Brown's report, asserted Mr. Strong, is incomplete in that it does not set forth any of the facts favoring the station and does not give due weight to the fact that the programs complained of were only a small percentage of the general run of programs of KFBI which he said are definitely in the public service. Moreover, KFBI discontinued the allegedly objectionable programs when placed on notice by the FCC, the insurance company-owner not having known of them, he said.

Mr. Strong also pointed out that several other U. S. stations have been carrying broadcasts by Brinkley and have not been cited for them.

FLOORS THAT MOHAWK COVERS

Big Rug Manufacturer Gets Its Message—And Rugs—Into the Home With Radio as Main Medium

By HOWARD LONDON

Mr. Tuttle

"WHY did Mohawk Carpet Mills Inc., New York, select radio as its major medium?" E. Gerry Tuttle, its advertising manager was asked.

The answer: "We selected radio as our major advertising medium because we figured we could get our message to more people at less cost."

So successful was a rug-naming contest staged by Mohawk over 16 CBS stations, using a noon period with its *Five Star Jones* program, that the series has been continued during the summer and a new contest has been started.

When the first contest was started last winter, entrants were directed to visit a store handling Mohawk products, pick out one they liked, suggest a name for it, and include the pattern number as well as name of store. Thus they became quite familiar with Mohawk products. More than 100,000 persons entered stores selling Mohawk products and entered the contest, the number diminishing to 52,156 when the final count was made. The remaining entrants failed to fulfill all conditions of the contest.

But Men Listen

WHILE the program is directed at women, a large number of men entered. Mohawk contacted dealers suggesting they tie-in and 3,500 requested promotional kits. Broadsides and trade journal advertisements also kept the trade informed.

Salesmen at stores who displayed rugs to winners received cash prizes, 285 profiting thereby. Following the contest, Mohawk sent the 52,156 entrants letters of thanks signed by Sally Jones, a program character, and enclosing one of her photographs. The letter offered a book on the care of floor coverings, which some 10,000 requested. A free gift certificate for a set of glassware was offered those who bought Mohawk rugs and the response was far beyond original estimates of the sponsor.

Four reasons are given by Mohawk for their decision to stay on the air during the summer:

1. The support received from retail rug buyers, salesmen and distributors.

2. The number of rugs purchased, traced directly to the rug-naming contest, and the number of rugs sold in connection with the glassware premium.

3. Reports from retailers indicating that the program brought many sales.

4. The large number of contestants who sent in labels from the back of Mohawk rugs, which contained the pattern number.

Jordan Marsh store, Boston, had a total of 800 entries in the rug-naming contest. Meier & Frank, Portland, Ore., had 1,200. Other stores reported large numbers of entries, all of them likely prospects.

Mr. Tuttle estimates that the average home buys a rug once in eight years. That means 4,000,000 prospects a year. The advertising job is to cut down the number of years, possibly to seven instead of eight, thus increasing the number of prospects by a half-million a year. And Mohawk estimates that a million persons hear its program.

Renewal of Five Stations In Los Angeles Advised By Commissioner Brown

FIVE radio stations in the Los Angeles area, cited for special license renewal hearing there last April before FCC Commissioner Thad H. Brown because of doubtful programs and other alleged violations of regulations, were recommended for regular license renewals in Col. Brown's report to the Broadcast Division July 19.

The stations are KGFJ, KFWB, KMPC, KRKD and KIEV. All were cited in connection with the account of the Alhambra Electronic Institute, whose business manager and radio continuity writer, Fred Bezuzi, was said to have been found guilty of violating the state medical act in offering diagnoses and cures through a vibrator machine. Col. Brown branded the machine as questionable and held it is inherent in a station's right to operate that it examine the propriety of advertising matter carefully.

Several of the stations were also called to task for failure to record in their logs the political affiliations of speakers who broadcast political talks. Col. Brown held, however, that the general program character of each of the stations, their quick cancelling of the "electronic institute" account and their disposition to avoid similar pitfalls in the future warranted their license renewals. He also recommended a daytime power increase for KFWB to 5,000 watts.

No Chevrolet Football

BECAUSE of its earlier announcement date for new models this year, Chevrolet will do no football broadcasting this fall, reports Campbell-Ewald Co., Detroit, its agency. The account is now using an NBC network for its "G-Men" series, as well as a renewal of WBS thrice-weekly 15-minute discs on about 300 stations.

WMCA, WSMB Get License Renewals

Absolved by FCC After They Dropped Certain Accounts

ONE MORE station has been dropped from the list of those cited for hearing before the FCC for carrying the Marmola account, the Broadcast Division on July 23 deciding that WSMB, New Orleans, need not go to hearing. Not only had the station dropped the anti-fat remedy program, it was said, but the division ruled that this was only an "isolated" program among the otherwise high-quality programs carried by the station.

At the same time the Broadcast Division also granted a regular renewal of license to WMCA, New York, recently cited for hearing for carrying programs sponsored by Birconjel, a medicated jelly. It was found, as a result of the hearing July 1, that the program was the only one against which the FCC had any complaint and that it was immediately dropped when cited by the FCC.

Easing the Strain

COMMISSION counsel are now preparing their formal "statement of facts and grounds for decision" in the WMCA case, which will be issued when the license renewal order becomes effective Aug. 6. It was indicated that a "reprimand" to WMCA will be included in the statement.

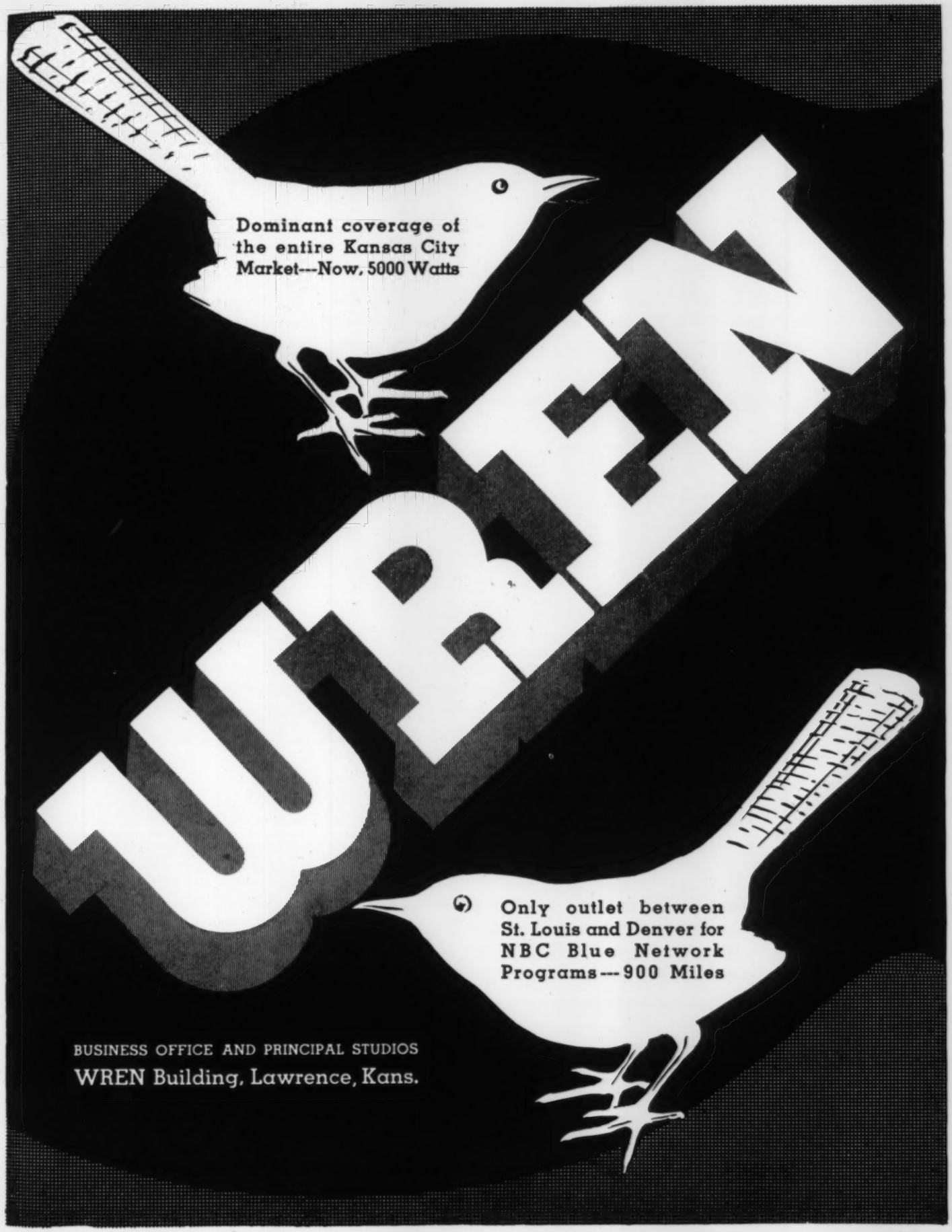
The Broadcast Division's action in dropping its proceedings against 17 of the 21 stations originally cited for carrying Marmola, and against WMCA, eases somewhat further the anxiety of broadcasters over possible citations for carrying medical accounts. On the other hand, four stations still face hearings Oct. 3 on Marmola (WTMJ, KFRC, KMBC and KNX) and Commission counsel pointed out that 99 stations are still under temporary licenses while certain of their programs are under scrutiny.

It was learned that one of the four other stations cited on account of Marmola, which was not named, was about to secure its regular license renewal along with WSMB when it was brought to the attention of the Commission that it was carrying other questionable programs, including the advertising of an alleged diabetic cure. Thereupon the commissioners decided to keep it on the Oct. 3 hearing docket.

Lewis Named by CBS

W. B. LEWIS, formerly a member of the firm of Lewis & Clark Advertising Agency, has been appointed commercial program director of CBS. Henry Hayward is continuing as supervisor of the network's program department. Prior to formation of the Lewis & Clark agency, which has suspended operations, Lewis was with Badger, Browning & Hersey Inc. and J. Walter Thompson Co.

VIRGIL EVANS, operator of WSPA, Spartanburg, S. C., is being mentioned as a possible candidate for U. S. Senator in the elections next year as an opponent of Senator Byrnes on the power issue.


Dominant coverage of the entire Kansas City Market---Now, 5000 Watts
WREN
Only outlet between St. Louis and Denver for NBC Blue Network Programs---900 Miles
BUSINESS OFFICE AND PRINCIPAL STUDIOS
WREN Building, Lawrence, Kans.

KLZ, DENVER, SOLD TO OWNERS OF WKY

SALE of KLZ, Denver, to the interests owning WKY, Oklahoma City, was disclosed July 23 when application was made to the FCC Broadcast Division for authority to transfer all of the capital stock for a purchase price of $200,000. The buyers are E. K. Gaylord, chief owner of WKY and publisher of the *Oklahoma City Oklahoman & Times*; Mrs. Gaylord; Edgar T. Bell, business manager of the newspaper and supervisor of the station's operations, and Herbert M. Peck, counsel for the newspaper and its station. The deal was sanctioned by the FCC July 30.

To reports that Mr. Gaylord and his associates proposed starting another newspaper or purchasing an interest in the *Denver Post*, an emphatic denial was received by BROADCASTING. Mr. Peck, in Washington July 23, asserted that no newspaper tieup is contemplated and that KLZ is being purchased as an investment. Mr. Gaylord is a former resident and publisher of Colorado Springs, and still has his summer home in Estes Park.

No plans for personnel changes at KLZ are contemplated, Mr. Peck said. Mrs. Naomi Bengston, chief stockholder and manager, and F. W. Meyer, commercial manager and a stockholder, from whom it was purchased, will continue in their present posts. Under the purchase Mr. and Mrs. Gaylord will own 52% of the stock, Mr. Bell and Mr. Peck 24% each.

INS in Los Angeles

INTERNATIONAL News Service inaugurated a Los Angeles office Aug. 1 with three members recruited from the Press-Radio Bureau staff which was discontinued July 31. Capt. Haakon H. Hammer, formerly a field representative for Press-Radio Bureau, has taken charge of coast sales. E. E. McGuire, former head of PR traffic, will take over local sales in the Southern California area, and E. W. Hoskins, former day editor for PRB in Los Angeles, becomes editor for INS. Quarters have been taken at 130 South Broadway, Los Angeles.

Lower 100-Watt Rate

STANDARD Radio Advertising Co., Hollywood transcription library service producers, early in August announced a "new deal" for 100-watters located outside of metropolitan areas. The price to 100-watt stations is now $150 cash with order and $50 monthly starting 30 days later on a year's contract and without cancellation clause.

Wired Radio Resumes

WIRED RADIO Inc., subsidiary of the North American Co., big public utility holding company, on July 29 was scheduled to resume its Cleveland operations, sending 270 hours of varied programs each week into subscribing homes over their power lines. Sets were made available for rentals at $2 to $5 per month, added to the power bill. No advertising was to be carried.

KSD

IN ST. LOUIS

4 OF THE 5

NATION-WIDE "STAR OF STARS"

PROGRAMS ARE ON KSD

Determined by Radio Guide's Second Annual "Star of Stars" Poll, in Which 1,256,328 Votes Were Cast by Radio Listeners. The Four Leaders on KSD Are

WAYNE KING, Orchestra.

AMOS 'n' ANDY Team.

SHOWBOAT, Musical.

ONE MAN'S FAMILY, Dramatic.

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO

Free & Sleininger, Inc., National Advertising Representatives

New York Chicago Detroit San Francisco

Plenty of Baseball

ROGER BAKER, sports director of WGR-WKBW, Buffalo, broadcast play-by-play descriptions of three different baseball games in three leagues for a total of more than five hours, following with his regular quarter-hour dinner sports program. His sports period has been on the air every weekday evening for six years, and he has aided in CBS world series broadcasts.

Ex-Lax on 60 Stations

EX-LAX Inc., Brooklyn, employing an entirely different kind of feature from its former CBS musical, will return to the air Sept. 27 with a series of twice-weekly 15-minute transcriptions on about 60 stations for 39 weeks. With new commercial copy regarded as acceptable to the FCC, the programs will be titled *Strange As It Seems*, featuring the oddities gathered by John Hix, newspaper cartoonist, who does a syndicated daily feature under the same title. Records will probably be made by RCA Victor Co. in its Hollywood studios. The Joseph Katz Co., New York, handles the account.

Prall on Vacation

CHAIRMAN Anning S. Prall of the FCC has gone to Maine for a short vacation. He will return to his desk in Washington some time between Aug. 10 and 15. Judge E. O. Sykes, chairman of the Broadcast Division, is acting chairman of the full Commission and states that division meetings will be held weekly as usual, including the regular Tuesday morning Broadcast Division decision meetings.

AAAA's Next Convention

THE 1936 convention of the American Association of Advertising agencies will be held at The Greenbrier, White Sulphur Springs, W. Va., April 30 to May 2. The great success of the association's recent 1935 convention at White Sulphur Springs, coupled with the many commendatory expressions received from members, led to this unusually early decision on the next meeting place by its executive board.

Mr. Don Stetler

Standard Brands, Inc.,

New York City.

Dear Mr. Stetler:

Like a good salesman, WSOC converts prospects into profits. WSOC listeners buy WSOC-advertised merchandise, because WSOC enjoys the confidence of its listeners. Why not ask NBC to add WSOC? Then, after a trial period, check your sales. WSOC shall be glad to have you judge its salesability entirely on results.

STANDING BY! Ready to plug you in!

WSOC

Charlotte, N. C.

Rolls Razor Disc Series To Run on 15 Stations

LEE & SCHIFFER Inc., New York, American distributor for Rolls Razor, Ltd., London (Rolls Razor) on Sept. 13 will inaugurate a series of 15-minute transcriptions over 15 stations to run 13 weeks. The transcriptions, made by Bruce Chapman Co., New York, will be broadcast Sunday afternoons. Time will vary from 3 and 5 p. m.

Each program is introduced by A. Colin Kingham, managing director of the parent company, whose talks were recorded in London and shipped to this country where they were made a part of the regular transcriptions. The entertainment is built around a song and script episode. Stations are: KJR, KFRC, KFI, KLZ, KSTP, WDAF, KSD, WMAQ, WFBM, WTAM, WSB, WOR, WTIC, WSYR, and WOW. Kimball, Hubbard & Powel Inc., New York, is the agency.

Colorado Radio Network Is Ready for Operation

LAUNCHING of the Colorado Radio Network linking four stations in that state has been held up due to difficulties in obtaining wire facilities but the starting date is expected to be Aug. 15. KFEL-KVOR, Denver, will be the key station, the others being KVOR, Colorado Springs; KGHF, Pueblo, and KFXJ, Grand Junction. A. T. & T. lines will be employed.

A combination rate card embracing line charges has been issued. The personnel of the network is announced as follows: Gene O'Fallon, sales manager; Frank Bishop, director of station relations; Jerry Akers, assistant sales manager; Frank Golder, technical director; William S. Wales, traffic director. Paul H. Raymer Co. has been appointed national representatives in New York, Chicago and San Francisco, and Wilson-Dalton Co. will handle Kansas City and St. Louis.

Re-Sign Lum & Abner

LORD & THOMAS, Chicago, announces the re-signing of *Lum & Abner*, the homely philosopher team from Pine Ridge, U. S. A., to a new long-term contract for its client Horlick's Malted Milk Co., Racine. Starting Sept. 2, the team will be heard from WLW to the NBC-WJZ network at 7:30 p. m. (EDST) but WLW will carry them for the first month at 10:15 p. m. Transcriptions of the popular pair's dialogue will also be continued over KNX, Hollywood, and KFRC, San Francisco. During the summer the team, formerly sponsored by Ford Motor Co. and Quaker Oats, is being heard in live broadcasts over WGN and WLW.

Spratts Going on MBS

SPRATTS PATENT Ltd., Newark (Spratt's dog food) will move its Albert Payson Terhune dog stories shortly to the Mutual Broadcasting System. The program is tentatively scheduled to start on MBS Sept. 29. Efforts are being made by the sponsor to secure the addition of WNAC, Boston, to the MBS network for the program. Paris & Peart, New York, handles the account.

Yes ma'am...a BRIAR PIPE

Sell briar pipes to women? Preposterous! But, in spite of wiseacre warnings, the ad-man of a leading Cleveland department store* had the courage, and we of WGAR had faith.

On the air went the program, unsupported by any other type of advertising . . . a fifteen minute afternoon broadcast of the popular harmony team of Al and Pete. An announcer stepped to the "mike" . . . told how he-man briar pipes would be offered on the morrow. Sweethearts listened—thought of their boy friends. Wives listened—pictured new pipes in place of the potent ones on the smokestand.

One hundred forty-seven times the following day, clerks replied, "Yes ma'am, a briar pipe"... 147 women spent an average of $1.50 each for an item that "couldn't be sold to women."

Of course, a station which rates top in daytime audience in its retail area *should* produce results. WGAR *does*, not only because it has the audience, but because listeners regard advertising over our wave not merely as advertising, but as helpful suggestions from a friend.

*The May Company...Ohio's largest Store

WGAR "CLEVELAND'S FRIENDLY STATION"

John F. Patt, Vice President and General Manager

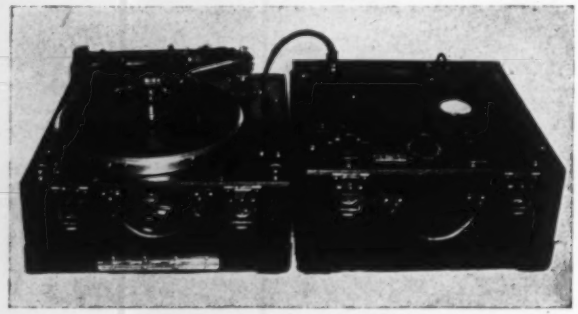
Edward Petry & Co., Inc., National Representatives

NORTHERN OHIO'S N·B·C BLUE NETWORK STATION

PRESTO *answers* A GROWING NEED IN BROADCASTING

"Among other things, your machine is a marvel, without question the best device for recording and reproducing speech sounds that has been as yet invented in all the history of phonograph and radio. Of course, I want to get one."

Dr. John P. Harrington
Smithsonian Institution
Washington, D. C.



When you require QUALITY APPARATUS for HIGH FIDELITY REPRODUCTION . . USE PRESTO!

The PRESTO UNIVERSAL INSTANT RECORDER is used for recording instantaneous programs from the air or direct from the studio by microphone. Here are some of the applications of the Presto Recorder:

1. Individual recordings of the artists, either directly from the studio, from the line, or from the air.
2. Recording advertisers' programs for file and reference purposes.
3. Operating audition service.
4. Making transcription records for use over station or for sale to other stations.
5. Making recordings of station broadcasts at different points in the coverage area, to show prospective advertisers extent of coverage and fidelity of reception.
6. Operating an outside recording service for banquet speakers, public speakers and weddings.
7. Making recordings of political speakers for broadcasting at times that may otherwise be inconvenient for the speaker.
8. Operating recording studios for singers, instrumentalists, and orchestras.

EVERYTHING FOR RECORDING FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION

Complete descriptive data now available. Write for your copy today.

PRESTO
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.

Fire Destroys WHIS

FIRE of unknown origin on July 15 destroyed the transmitter of WHIS, Bluefield, W. Va., silencing the station for about 10 days. The fire occurred while adjacent studios were being remodeled in a penthouse in the West Virginia Hotel, but the studios were not destroyed. The transmitter, which had been newly installed only two months earlier, was a complete loss, representing about $15,000. It is planned to relocate the transmitter on a site outside the city, retaining the present studios. On July 25 the station went back on the air with a temporary transmitter flown down from New York.

Camels Return to CBS

R. J. REYNOLDS TOBACCO Co. (Camel cigarettes), will return to the CBS network Oct. 1 with a program Tuesdays and Thursdays, 9-9:30 p. m., with a re-broadcast to the West Coast, using the same 80 stations as in the past. Talent will consist of Walter O'Keefe and Casa Loma orchestra, retained from last season, and a new singer, Deane Janis, from vaudeville. William Esty & Co., New York, is the agency.

Cantor Back for Pebeco

LEHN AND FINK PRODUCTS Co., New York, will return to CBS with Eddie Cantor the first week in October, the program to be a 30-minute show advertising the new Pebeco toothpaste. The sponsor had the same program on the air last spring. Lennen & Mitchell Inc., is the agency.

Sale of WJAG, Norfolk, To Interests Headed by Lloyd Thomas Reported

THOUGH formal application for transfer of ownership had not been filed with the FCC up to the time of going to press, BROADCASTING learns from reliable sources that the sale of WJAG, Norfolk, Neb., to interests headed by Lloyd Thomas, operator of WROK, Rockford, Ill., has definitely been negotiated. The price was unofficially reported as $70,000. The station, operated by the *Norfolk Daily News*, uses 1,000 watts to local sunset on 1060 kc.

Mr. Thomas is also understood to have completed negotiations for the purchase of KMMJ, Clay Center, Neb., a 1,000-watt daytime station on 740 kc. Recently Mr. Thomas bought KGBZ, York, Neb., a 1,000-watt half-time station on 930 kc. for a price said to be $48,000.

Whether the deals contemplate a combination of the stations or the removal of any of them into Omaha, where it has long been rumored that the *Omaha World-Herald* is eager to get a radio station, could not be ascertained. Paul Martin, Omaha attorney, is acting for Mr. Thomas' company which is said to contemplate organizing a state network.

GILLETTE SAFETY RAZOR Co., Boston, has released Max Baer from its *Lucky Smith* program on 44 NBC-WEAF stations and is planning another show. A symphonic concert was given on the July 29 program.

5000 WATTS NBC

K J R

again strides forward announcing complete UNITED PRESS SERVICE for KJR's already dominant news service in the Western Washington market . . . now available for sponsorship.

See—

Edward Petry & Co., Inc.

FISHER'S BLEND STATION, INC.

SEATTLE, WASHINGTON

MR. CARPENTER . . . *We Thank You*

If we had sought out the services of the nation's most competent writers, never could a more exact proclamation be drafted of KNX's present day policies than the revised Code of Ethics submitted by your Committee for the N. A. B. We Congratulate and Thank You.

1. RECOGNIZING that the radio audience includes persons of all ages and all types of political, social and religious belief, ~~member stations~~ **KNX** will endeavor to prevent the broadcasting of any matter which would commonly be regarded as offensive.

2. When the facilities of ~~a member station~~ **KNX** are used by others than the owner, ~~the member shall~~ **KNX will** ascertain the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or corporation may gain access to the radio audience.

3. Matter which is barred from the mails as fraudulent, deceptive or obscene ~~shall~~ **will** not be broadcast by ~~a member station.~~ **KNX**

4. ~~Each member station shall~~ **KNX will** refuse any advertising matter regarding products or services injurious to health.

5. ~~Each member station shall~~ **KNX will** maintain a public record of its current rates charged to advertisers for the use of broadcasting time together with all discounts, rebates, refunds and agency commissions which shall be allowed to the users of such time or to their recognized agents.

6. ~~Each member station shall~~ **KNX will** refuse to accept any business on a cost per inquiry, contingent, or percentage basis, or to accord free time for commercial use.

7. ~~No member station shall~~ **KNX will not** permit the broadcasting of advertising statements or claims which ~~he~~ **it** knows or believes to be false, deceptive or grossly exaggerated.

8. ~~No member station shall~~ **KNX will not** defame or disparage a competitor, directly or indirectly, by words or acts which untruthfully call in question such competitor's business integrity, ability to perform contracts, credit standing or quality of service.

9. ~~No member station shall~~ **KNX will not** claim for its service a character, scope or quality which cannot be substantiated, nor ~~shall~~ **will** it claim as regular characteristics of its service features which it knows to be purely temporary or accidental.

10. Where charges of violation of any article of the code of ethics of the National Association of Broadcasters are filed in writing with the Managing Director, the Board of Directors shall investigate such charges, give opportunity for hearing and afterwards notify the station of its findings.

KNX

THE "VOICE OF HOLLYWOOD"
JOHN BLAIR & CO., National Representatives
New York — Detroit — Chicago — San Francisco

LONG DISTANCE MULTIPLIES MAN-POWER

"Audition in Chicago tomorrow—Consolidated Cracker wants contest idea—Set up survey in South—Where's that script?—Need New England network—Good spot for new band on the Coast . . ."

Busy broadcasting executives often wish they could be ten places at one time. Long Distance comes close to making it possible. It turns one man into many—sends him North, South, East, West, in quick succession—gets attention—gets results—brings him back to his desk, free for other affairs.

Because it is fast and personal—because so much can be accomplished with its help—Long Distance pays dividends for every dollar invested. The local telephone company will gladly show you how it can be systematically and profitably applied to your own needs.

BELL SYSTEM — AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES

SPOTS FOR JOBS
Cleveland Youth Uses WGAR as Employment Agency

"YOU want to buy what?" Ellis VanderPyl, commercial manager of WGAR, Cleveland, asked the blond youth.

"An announcement," again was the reply. "I want to talk over the air and ask for a job."

So WGAR contracted with George Condon, 17, of Cleveland, for a single announcement on the *Musical Clock* program.

"I listen to the Musical Clock almost every morning," George stated. "I got the idea after I had tramped up and down Cleveland for a couple of weeks after leaving high school. I had some money saved and so I just decided I'd see what radio could do for me."

P.S. He got a job.

Caldwell's New Paper

A NEW periodical in the radio trade field, *Radio Today*, specializing in the technical progress of radio and in the set and electronics fields, will be published starting in September with Dr. O. H. Caldwell, former federal radio commissioner, as editor, and with M. Clements, formerly advertising manager of *Radio Retailing* and *Electronics*, as publisher. Dr. Caldwell on Aug. 1 resigns his editorship of McGraw-Hill's *Radio Retailing* and *Electronics*, of which he was co-founder with Mr. Clements. Their staffs will comprise mostly former associates in the McGraw-Hill Co. Offices have been established in the Grand Central Palace Bldg., New York.

STAFF COMPLETED FOR IOWA GROUP

Mr. Preston

WITH the arrival of Walter Preston, former Chicago and New York broadcasting executive, to take over the managership of KRNT and KSO, Des Moines, the new setup of the Iowa Broadcasting Co. stations was announced by Gardner Cowles Jr., president. Mr. Preston took over his new duties in latter July, coming from New York where he was sales manager of WISN. Before that he was with the old WIBO, Chicago, and later with WBBM, Chicago, where from 1931 to 1932 he was western program director of CBS.

Craig Lawrence will continue as commercial manager of KRNT and KSO, and Sumner Quarton will continue as manager of WMT, Cedar Rapids-Waterloo. In addition to Mr. Cowles as president, Mr. Preston as manager and Mr. Lawrence as commercial manager, the staff of KRNT and KSO includes: Rodney Lien, treasurer; Reginald Martin, program director, KSO; Wayne A. Tiss, program director, KRNT; Paul Huntsinger, chief engineer.

In addition to Mr. Quarton as president and Mr. Lien as treasurer, the staff of WMT includes William Quarton, Cedar Rapids commercial manager; Don Inman, Waterloo commercial manager; Douglas Grant, program director; Charles Quentin, chief engineer.

WFBL

ADVERTISERS HAVE A "DOUBLE-BARREL" OPPORTUNITY TO REACH THOUSANDS OF RADIO FANS

AUGUST 26th - SEPTEMBER 2nd

From the

WFBL

CRYSTAL STUDIO

At the

NEW YORK STATE FAIR

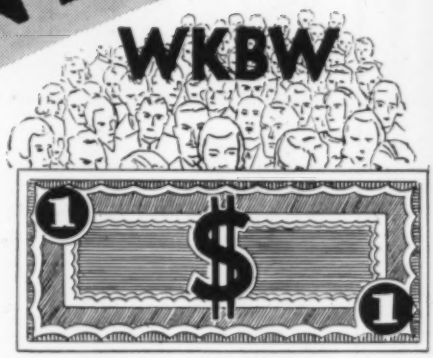
ATTENDANCE 1934—248,000

Large Visible Audiences — Opportunity for Merchandising and Sampling—at regular card rates.

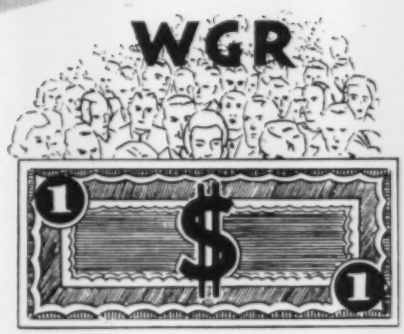
Wire or write at once for available time.

SYRACUSE, NEW YORK

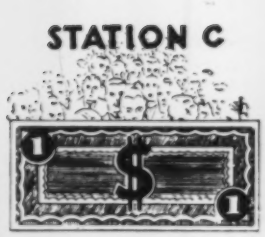
STRETCH YOUR DOLLAR IN BUFFALO USE WKBW and WGR



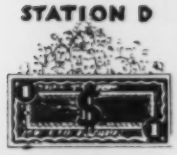
139 LISTENERS FOR $1



129 LISTENERS FOR $1



89 LISTENERS FOR $1



24 LISTENERS FOR $1

FIGURES COMPILED BY THE ROSS FEDERAL RESEARCH CORP.*

Your RADIO ADVERTISING DOLLAR buys . . .

in the City of Buffalo alone:

139 proved listeners to WKBW
129 proved listeners to WGR
89 proved listeners to Station C
24 proved listeners to Station D

These figures cover Buffalo only as the telephone calls were confined to the city. Buffalo proper represents 40 per cent of the sales opportunity in Western New York. It contains 135,000 of the 299,060 radio equipped homes in the Buffalo Trading Area. Experienced market survey organizations have stated that, other things being equal, the same ratio of listeners would prevail throughout the balance of the Buffalo Trading Area. On this basis, your radio advertising dollar would buy 308 listeners to WKBW; 286 listeners to WGR and 197 listeners to Station C.

Ross Federal Research Corporation determined these facts in the most comprehensive survey ever conducted in Buffalo of the listening habits of Buffalo people between 5 and 7 o'clock. Here is one of the most important broadcasting periods of the day . . . when you can reach the entire family . . . father, mother and the children. Most of both hours on WGR and WKBW has been sold . . . but there are still several choice periods available on a *guaranteed* basis. Wire or write for a complete schedule.

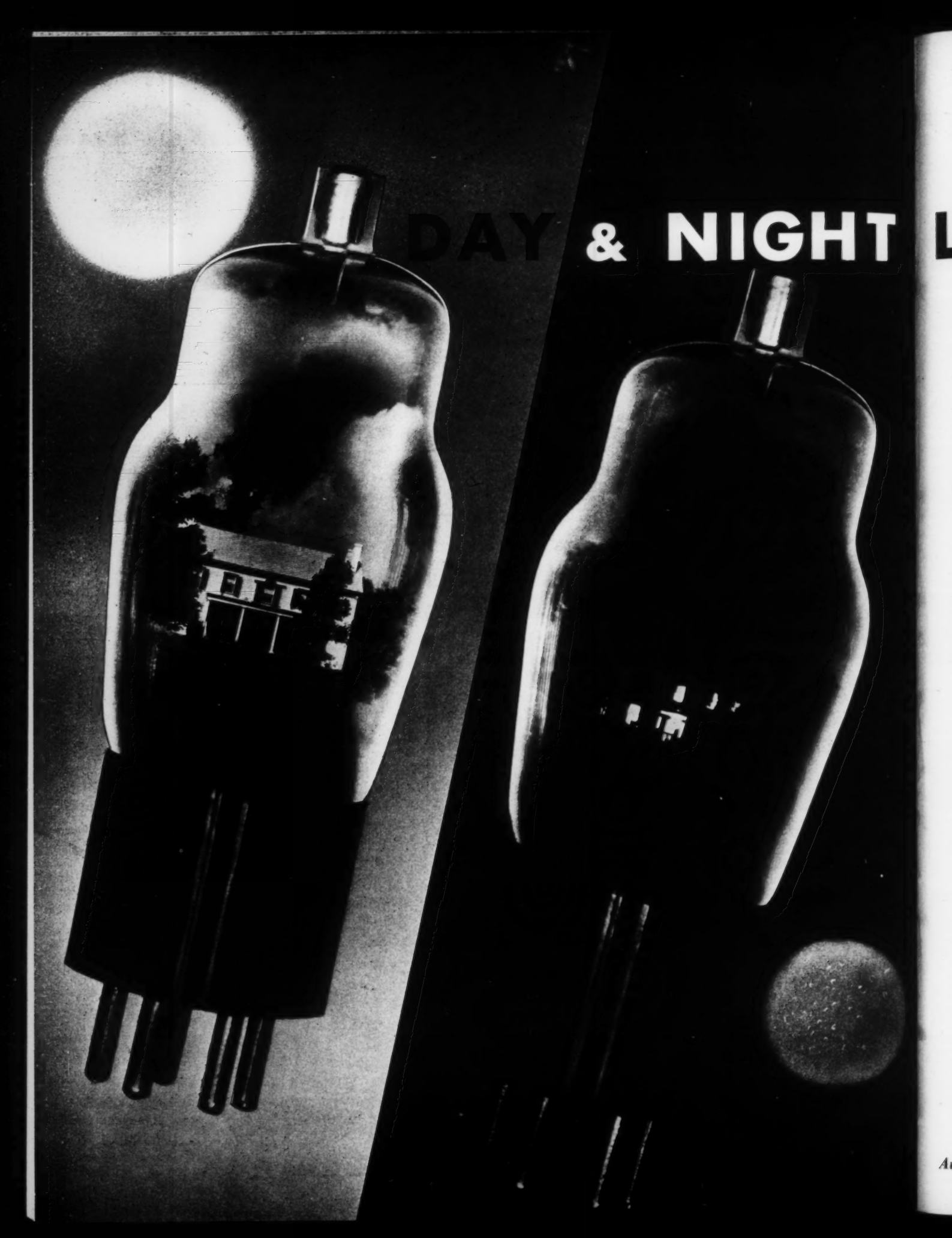
TABLE

ANALYSIS OF COMPLETED CALLS		
Total number of completed calls	2339	100%
Refused information	79	3.38%
Do not own radio	47	2.01%
Own radio	2213	94.61%
Radio sets off	1732	78.26%
Radio sets on	481	21.74%
STATION POPULARITY FIGURES		
WKBW	125	25.98%
WGR	116	24.12%
Station C	88	18.30%
Station D	14	2.91%
All other stations	25	5.20%

* The table above gives vital figures submitted by Ross Federal Research Corporation. The cost figures represent a weighted average of the rates between 5 and 7 P. M. for each station as listed in "Radio Advertising."

550 WGR "THE ENDS OF THE DIAL" 1480 WKBW
BBC

OWNED AND OPERATED BY BUFFALO BROADCASTING CORPORATION, RAND BUILDING, BUFFALO, N. Y.
REPRESENTED BY FREE & SLEININGER, INC.


DAY & NIGHT

CBS ANNOUNCES THE FIRST

Listening Area Maps

Just off the press after ten months of preparation, the 3rd Series of CBS Listening Areas introduces, for the first time in radio, separate maps of nighttime listening and daytime listening. These maps have been plotted individually for each of 97 CBS stations, making 194 different maps that show coverage at a modest minimum rather than the more glamorous maximum.

It presents also the first composite maps to show separately the Listening Areas of an entire network by night and by day. It offers for each station, and for the whole network, comprehensive market data based on the latest official count of radio homes as of January 1, 1935... the most complete survey of radio ownership since the U. S. Government census of 1930.

For the primary and secondary listening areas of every CBS station, both for daytime and evening broadcasts, are shown such facts as the number of

counties	**radio listeners**	**domestic gas customers**
families	**residence telephones**	**electric wired homes**
radio homes	**passenger autos**	**retail outlets & sales**

as well as the urban, rural and total populations

These studies are based on more than 400,000 responses to the Listening Area broadcasts, together with a special audience audit of 300,000 homes to determine the number of regular listeners to local CBS stations and to the CBS network.

THE COLUMBIA BROADCASTING SYSTEM

HEADQUARTERS FOR RADIO AND RADIO FACTS

RIGHT AGAIN, MR. BABSON!

- FIRST OF YEAR Babson said "Outlook for Memphis considerably better than average for entire country."
  May 1st — *Nations Business* said "Memphis bright spot on Recovery Map."
- NOW we find—Building permits up 100%, car sales up 25%, spending power 33% above nation's average.
- MEMPHIS, a city of 264,000, with 2,196,000 Mid-South trade population favors WNBR for local interest programs.
- CASH IN—We suggest — TRANSRADIO newscasts now available at 7:45 a. m.; 12:30, 6:30, 9:00, and 10.00 p. m. A "sure-fire" sales-medium in one of America's richest markets.

WNBR

Memphis, Tenn.

RADIO CHECKS FLOOD DAMAGE

WESG, Elmira, and KOTN, Pine Bluff, Come to Rescue As Raging Waters Bring Emergencies

SUMMER floods in New York state and Arkansas found broadcasters alert to provide communication facilities when all other means had failed and many stories of heroism and public service on the part of broadcasters have been told in the last few weeks.

Through summons for public aid, control of flood waters at Ithaca, N. Y., and Pine Bluff, Ark., was effected in July. WNBF, Binghamton, N. Y., stepped into the breach when that section was inundated and was on the air continuously for 42 hours [see BROADCASTING July 15].

From both its Ithaca and Elmira studios, WESG, Elmira, with Manager Dale Taylor and Announcers Floyd Keesee and Glover Delaney on the job, broadcasts proceeded for 26 hours without a break. A threatened break in the raging Chemung river, which bisects Elmira, was averted when a call for help brought hundreds of volunteers. Mobilization orders for militia, police, firemen and other groups were broadcast and residents of nearby Dryden were warned to vacate their homes when a break in a nearby dam was threatened. Relief plans were carried out over WESG.

Thousands of telephone calls and telegrams were received and hundreds came direct to the studios for information about friends and relatives. Two broadcasts were keyed from WESG over a CBS network.

ALL WASHED OUT—No wonder they're tired, these WESG broadcasters, who are hard at it although the hour is 4:30 a. m. and WESG is a daytime station. However, there was work to be done for the station was the regional headquarters for flood relief activity. WESG had ten-day blanket authority to broadcast flood information at any hour, which it did. Here is Ernest Oliver, program manager, at the microphone, with Engineer Broich at his left. Standing in control room (upper right) is Francis Broich, chief engineer and at the left is Mr. Givens, of the executive staff.

KOTN, Pine Bluff, Ark., kept the public informed of flood havoc and was a key factor in directing relief and control efforts. B. J. Parrish, manager of the station, kept its facilities constantly at the disposal of flood control engineers and provided special news from time to time. Calls for volunteers to help build sack levees to protect the city from back water and to strengthen levees brought several hundred to the scene.

KOTN listeners provided tons of food and supplies for levee workmen, whose strenuous efforts prevented a repetition of the 1927 debacle. Only one levee failed to hold against the waters. Mayor E. A. Howell, of Pine Bluff, paid tribute to KOTN for its service and cooperation.

How KFAB Covered

NEW ANGLES on the recent floods in Nebraska, which KFAB, Lincoln, covered with conspicuous success, have been brought to light. First aircasting from actual flood territory came when Foster May, director of KFAB's news and public events department, and an operator, flew through a blinding rain storm, landed in a soggy alfalfa field at Orleans, and were on the air shortly afterward.

Later they hooked on to a washed out Western Union wire at Oxford, which the company patched through to the Lincoln studios, and interviewed nearly every survivor in the town in a two-hour broadcast. This was carried over KOIL, Omaha, and KFOR, Lincoln.

The KFAB crew assisted CBS operators the following day in arranging a network broadcast, with Mr. May helping in the arrangements and interviewing a number of survivors.

The Local Program Brings Results for National Sponsors

WFIL Finds a Good Formula That Pulls Big Following

LOCALLY built shows can command the respect—and sponsorship—of national advertisers. This is the experience of Don Withycomb, manager of WFIL, Philadelphia, whose new thrice-weekly early-evening *Melody Man Show* already has one sponsor, with two more in sight. Eventually it is to be extended across the board.

Sponsors planning local station promotion usually seek a particular type of program for the various areas to be served. A metropolitan series, for example, would call for a sophisticated program. For the back country hillbillies usually would be selected.

With network commitments for the coming season indicating busy schedules, many sponsors are turning to spot programming, while others are inclined toward local programs due to talent costs, according to Mr. Withycomb. After months of research he decided on a variation of the old-time music memory contest. An experimental program carrying a tie-in with a local theatre and offering two theatre tickets to the first 25 listeners mailing in neatest and correct answers, pulled 1400 letters in the first mail. Now the program is thrice weekly, with five more theatres participating, and mail has jumped to 7500 letters a week.

The program proves, says Mr. Withycomb, that metropolitan and farm listener areas are attracted equally. "Successful radio merchandising is dependent upon the simplicity of program presentation," he explains. "There are many programs of the *Melody Man* nature. Sponsors should not be afraid to use them merely because someone else employed a like idea a month before. Those are the programs that will pay dividends in the end."

Radio Aids Banking

USE of radio to produce a better public understanding of banking was advised July 22 in the report of R. S. Hecht, president of the American Bankers Association, in a statement outlining the association's public relations activities. A number of addresses for radio use have been prepared by its public education commission and they are disseminated through state associations and local chapters. To have favorable things said about the banking business over the radio, says Mr. Hecht, is "very helpful toward creating a sound public opinion regarding banking."

WCAE Gets 5 Kw. Day

ENGINEERS of WCAE, Pittsburgh, are drawing plans for a new transmitter and other equipment for the daytime power increase from 1,000 to 5,000 watts just granted by the FCC, reports Ford Billings, WCAE manager. Chief Engineer Harry Bixbee states he hopes to have the new transmitter on the air within two months.

For Sale - - in Western Pennsylvania . . . . . the Pittsburgh Trading Area:

1,000,000 NEW Daytime Listeners

Price $00.00

For details consult Pittsburgh's already most popular station

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

Nationally represented by Paul H. Raymer Co.
New York - - Chicago - - San Francisco

SOLD OUT!

A BREAK FOR 100 WATTERS

Standard Program Library Service—in a little more than three months—has been virtually sold out in every major radio market in the country! All but a handful of the large population centers are now represented with Standard Program Service.

Our problem now is to spread Standard Program Library Service to the smaller markets and complete our coverage. To accomplish this, a new deal has been set up for small stations, bringing the cost within the range of all.

The same excellent talent organization, the same highest quality RCA-Victor transcriptions, the same expert continuity as on our major stations—but now at a cost tremendously lower than that of any similar service.

Wire for Details and Contract on Special Small Station Deal

STANDARD RADIO *Advertising Co.*

GOOD NEWS! "SONS OF THE PIONEERS"

s· ond series out in August. Territory reservations now.

STANDARD RADIO ADVERTISING COMPANY

6404 HOLLYWOOD BLVD., HOLLYWOOD, CALIF. • 180 NORTH MICHIGAN AVE., CHICAGO, ILLINOIS

LESSON IN ETIQUETTE

. . . . Never Read BROADCASTING Over Some One Else's Shoulder.

It Just Isn't Being Done . . . Not When A Subscription Costs Only:

☐ $3.00 for ONE YEAR—

☐ $5.00 for TWO YEARS or for TWO ONE-YEAR subscriptions.

☐ $10 for FIVE ONE-YEAR subscriptions.

Canadian and Foreign Subscriptions $4.00 per year.

Please enter my subscription to BROADCASTING, including the 1935 YEARBOOK Edition. Check is enclosed.

Name _____

Address _____

City _____ State _____

Firm Name _____

Your Position _____

BROADCASTING
Broadcast Advertising
NATIONAL PRESS BLDG.
WASHINGTON, D. C.

Spacious Home of Chicago's Radio Fraternity

AFTER talking about it for years, Chicago's radio fraternity is at last to have a club of its own, a place where radio's elect can eat, drink, lounge and talk shop, with no outsiders to bore or be bored. Membership is restricted to those actively concerned with radio, from the stations and networks, advertising agencies and special representatives. It opens in August.

The Radio Club is located at 433 N. Wells St., on the fringe of Chicago's Loop about a half a block from NBC headquarters in a building which is being completely remodeled for the club. From the reception and waiting room on the first floor a wide double staircase leads down to the main dining room, which has a large fireplace as its central feature and a circular bar at the forward end. Private dining rooms and a comfortable ladies lounge fill the second floor. The third floor, which is reserved for the exclusive use of the club's masculine members, contains a game room, lockers and showers.

Decorations are in the Aztec manner, elaborate wood carvings and lamps of punched copper, the designs showing through when the lamps are lighted. The decorative scheme was planned by Jose Torres, well-known Mexican artist, who is himself doing much of the handiwork. A pleasant innovation is the waiterless dining room, food and drink being ordered as required by table telephones.

Jack Dynzer, operator of the "After the Show Club" and other Chicago night spots, is manager of the Radio Club, under the direction of a management committee composed of an actor, musician, production man, agency executive, station representative, and one man from each of the networks.

NEWS!
IOWA RADIO LISTENERS HEAR ABOUT IT FIRST
The Iowa Network delivers the news!
1. Broadcast rights, leased wire reports of both International News Service (INS) and United Press (UP).
2. News-gathering facilities of The Des Moines Register and Tribune. 254 correspondents in Iowa.
3. Unique editorial service! All news edited by regular staff of The Register and Tribune, insuring accuracy, timeliness, and interest.
It pays to sponsor the news in Iowa. Write today for availabilities and rates.
THE IOWA BROADCASTING SYSTEM, The Des Moines Register and Tribune
KRNT CBS Basic Des Moines
WMT NBC Basic Blue Cedar Rapids-Waterloo
KSO Basic Blue Des Moines

Joint Sponsorship For March of Time

Forty CBS Stations to Carry Program Five Times Weekly

WHEN the *March of Time* begins its sixth season of broadcasting on Aug. 26 it will present news dramatizations daily instead of weekly, as in the past, and will be jointly sponsored by *Time* magazine and by Remington Rand, Inc. As in the past, a CBS network will be used, and although the station line-up is not yet definite, it is expected to include more than 40 stations from the Atlantic to the Pacific, with some Southern subsidiaries.

The 15-minute periods will be heard Monday through Friday at 10:30 p. m. If the first period is sponsored by *Time*, with Remington Rand alternating, the latter will have only Tuesday and Thursday during the first week, but during the second week this proportion will be reversed, so that the advantages of joint sponsorship will be divided as equally as possible. In the case of a listener who is habitually at home only on Mondays and Tuesdays, for example, each sponsor will be credited with exactly half the broadcasts, and a one-night per week listener will hear the magazine credited one week and the manufacturer of office equipment credited the second week.

Remington Rand, of Buffalo, began sponsorship of the *March of Time* in the Fall of 1933, under an arrangement whereby "the editors of *Time*" were credited with the preparation of the script. In this way the magazine received its advertising without paying time or talent costs on the network. Last season Remington Rand sponsored the program early in the winter but the magazine resumed financial responsibility for it in March. The new series will mark the first 50-50 joint sponsorship.

Batten, Barton, Durstine and Osborn Inc., New York, is the agency, and Arthur Pryor Jr., will remain in active direction of the program, with Howard Barlow of CBS responsible for the musical score.

Show Boat Name Change

LANNY ROSS, star of the *Maxwell House Show Boat*, who is filling in Jack Benny's Sunday night NBC-WJZ period with his *Lanny Ross' State Fair* program, on July 18 was signed to a new two-year contract by Ralph Starr Butler, vice president of General Foods Corp., calling for his continued services on the Show Boat program. From Oct. 1, retaining the same Thursday night NBC-WEAF network and period, the program will be known as *Lanny Ross Presents the Maxwell House Show Boat* instead of *Capt. Henry's Maxwell House Show Boat*. Frank McIntyre will continue in the role of Capt. Henry.

VICK CHEMICAL Co. will bring Grace Moore back to 62-station NBC-WEAF network Sept. 16, the definite starting date depending upon clearing time on outlets. Cecil, Warwick & Cecil, New York, is the agency.

How do you spell Schenectady?

WGY

Schenectady may be a difficult word to spell, but the problem of getting your sales messages to the wide spread Northeastern market . . . of which Schenectady is the focal point . . . is as simple as ABC.

Use WGY. It is the undisputed "master radio showman" of the Great Northeast. With its 50,000 watts power, it reaches 768,800 radio families in Northern and Central New York and Western New England*.

*NBC Station Airea maps, showing the potential circulation of WGY as determined by the New NBC Method of Audience Measurement, are now ready for distribution.

A copy will be sent to you at once, upon request.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ · WRC & WMAL · WMAQ & WENR · KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT

Strike Where They Are!

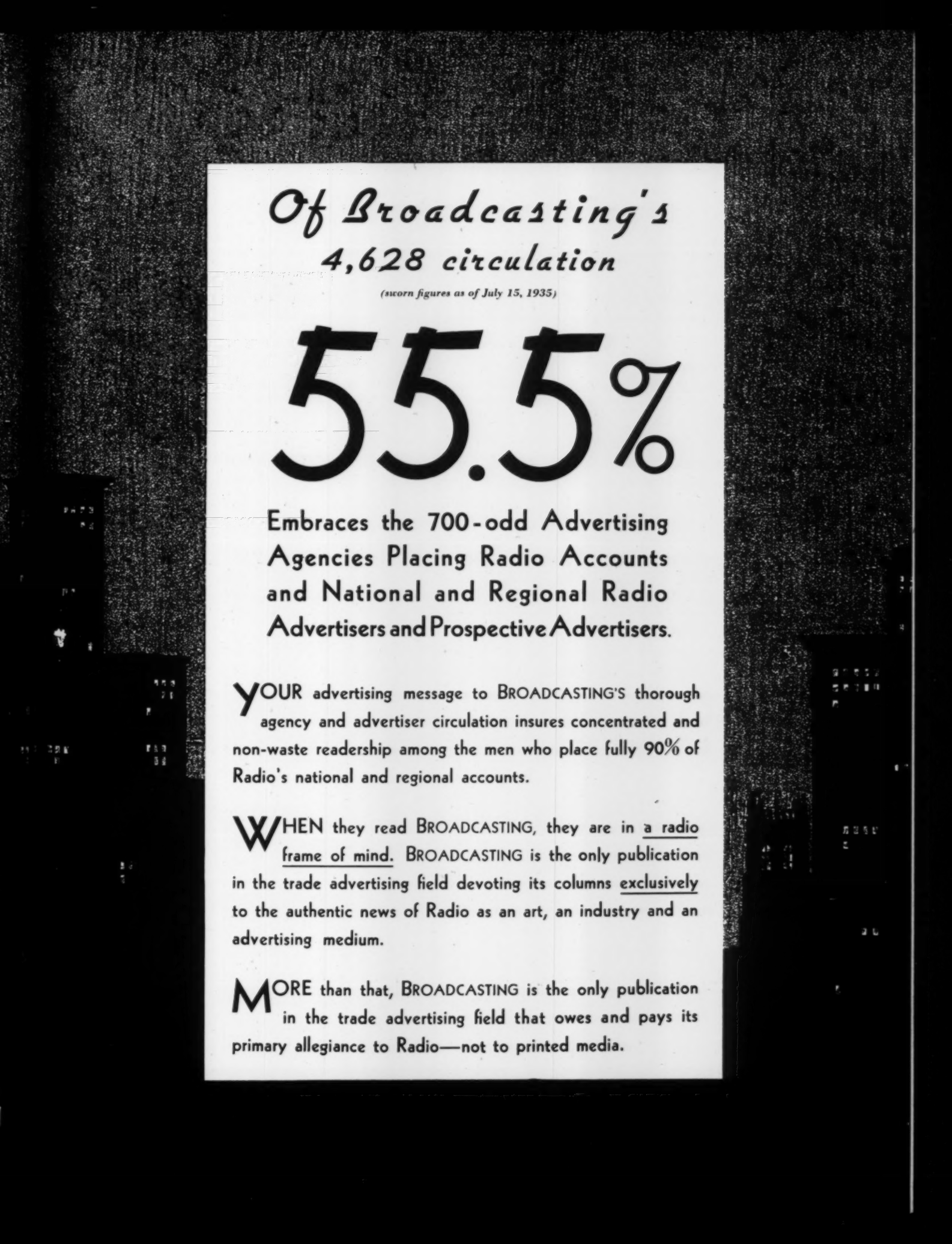
They're working late hours even during these sizzling summer days to plan radio advertising campaigns for fall and early winter placement . . . Your prime promotional job is to tell them your story NOW . . . The ideal medium to carry your sales stories to radio advertisers and agencies is BROADCASTING. It strikes where they are . . . when they're thinking of radio advertising . . . Your sales efforts are concentrated where they will do the most good and economically.

BROADCASTING

combined with

Broadcast Advertising

NATIONAL PRESS BUILDING
★
WASHINGTON, D. C.



Of Broadcasting's 4,628 circulation

(sworn figures as of July 15, 1935)

55.5%

Embraces the 700-odd Advertising Agencies Placing Radio Accounts and National and Regional Radio Advertisers and Prospective Advertisers.

YOUR advertising message to BROADCASTING'S thorough agency and advertiser circulation insures concentrated and non-waste readership among the men who place fully 90% of Radio's national and regional accounts.

WHEN they read BROADCASTING, they are in a radio frame of mind. BROADCASTING is the only publication in the trade advertising field devoting its columns exclusively to the authentic news of Radio as an art, an industry and an advertising medium.

MORE than that, BROADCASTING is the only publication in the trade advertising field that owes and pays its primary allegiance to Radio—not to printed media.

It's new and different. Fans will go out of their way to get it, to accurately follow and chart each play as broadcast. A permanent record of the game. Easy to handle—no intricate details. Can be furnished in pad form or cards (light and heavy weight) to meet your requirements. Chart complete for one game 7 in. wide by 14 in. deep—low cost.

Write now for samples, complete details and prices. Get a sample and try it during the Professional - All Stars game, Aug. 28 at Soldiers Field, Chicago.

NORTHWESTERN ENGRAVING CO.

MENASHA, WISCONSIN

GRAF-O-CAST

NORTHWESTERN ENGRAVING COMPANY

WBT to Attack Barrier On Football Broadcasts

ANOTHER effort will be made this year to break down the agreement among Southern Conference colleges against the broadcasting of football games, with William Schudt Jr., manager of WBT, Charlotte, already assigning his program director, Charles Crutchfield, to the task. Mr. Crutchfield is contacting officials of the schools and plans to attend the early fall meeting of the conference itself. The Southern Conference is the only major collegiate football group which still bars the broadcasting of its games.

"The big Eastern colleges permit radio coverage of their games from the sidelines and thereby obtain tremendous publicity benefits," Mr. Crutchfield has written conference officials. "The broadcasts do not seem to have cut down attendance. In fact the gates have been more satisfactory than ever in recent years. It is hard to explain the average football follower why we can present big Eastern games for him and never carry Southern games. We hope the colleges and the conference will see that they can do a great benefit to themselves as well as extend their football audiences."

NEW YORK will hold its first national radio exposition in several years in the Grand Central Palace, Sept. 18-28, with electrical utilities people joining the radio set and parts makers in displaying their wares.

Station WEE, the Tiniest in the World

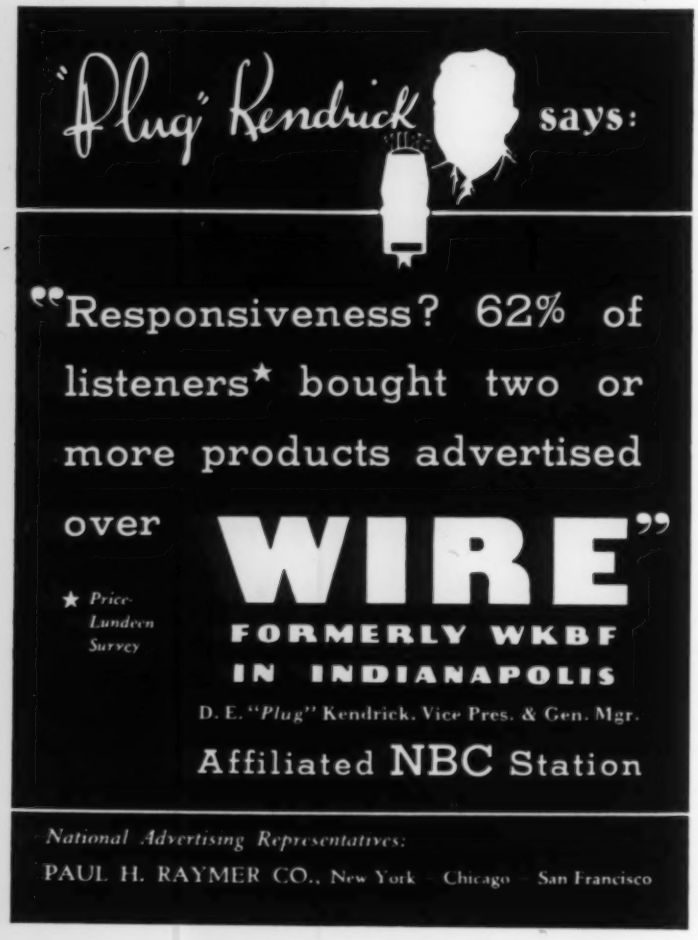
NOT CONTENT with having the world's most powerful broadcasting station, WLW, Cincinnati, Crosley Radio Corp., is sponsoring the world's tiniest station with but four one-hundredths of one watt power, less than the amount of electricity used by an automobile tail light. Its power is less than the 12-millionth part of WLW's. When dismounted, this tiny station is placed in the rear seat of an automobile and transported from one city to another where it is set up in stores and show windows of Crosley dealers.

Appropriately it is called WEE. It is only 54 inches long, 22 inches deep and 20 inches high, and has a range of 200 feet. Its transmitting towers are 24 inches high, instrument panel is 9 inches wide, and it weighs only 175 pounds, studio, transmitting equipment and towers complete—whereas the WLW antenna tower alone has a structural and stress weight of 900,000 pounds.

WEE is not a toy but a complete broadcasting station, with studios, microphones and everything a big broadcasting station has. It broadcasts both direct and from electric transcriptions on the regular broadcasting channel from 550 to 1500 kilocycles, or 200 to 600 meters. It took ten months of painstaking work to build.

The 24-inch towers are made of nickel-plated brass. There are 1024 soldered joints in their construction, 112 steps in the little ladders that ascend them, and atop each tower is a tiny red light to warn off night flyers.

In the miniature studio is a real single-button hand microphone, a six-inch replica of a full-length stand microphone. This tiny microphone is put into operation by throwing a switch on the speech input panel. The microphone input transformers and inductance coils were all hand wound, owing to their extremely small size.


"Plug" Kendrick says:
"Responsiveness? 62% of listeners* bought two or more products advertised over WIRE"
* Price-Lundeen Survey
FORMERLY WKBF IN INDIANAPOLIS
D. E. "Plug" Kendrick, Vice Pres. & Gen. Mgr.
Affiliated NBC Station
National Advertising Representatives:
PAUL H. RAYMER CO., New York Chicago San Francisco

Go West From Convention

EASTERN radio was well represented on the Pacific Coast following the July convention of the NAB at Colorado Springs, with many broadcasters, agency men and their associates going to Los Angeles, San Francisco and other Western points on business and pleasure. Among those reported to have proceeded westward from the convention were: Ned Midgley, Batten, Barton, Durstine & Osborn; Ed Voynow, Edward Petry & Co.; William Rambeau, Chicago; Donald Flamm, WMCA; Arthur Church, KMBC; Dr. Leon Levy, WCAU; Earl Gammons, WCCO; J. V. McConnell, Keith Kiggins, Stuart Sprague and C. W. Horn, NBC; Louis Allen Weiss, WJR; John W. Guider, CBS attorney, Washington, and Sol Taishoff, editor of BROADCASTING. Most of them were accompanied by their wives.

Omega Oil Spots

OMEGA CHEMICAL Co., Brooklyn, N. Y. (Omega Oil) is planning a series of one-minute spot announcements in larger cities throughout the country. The campaign will begin in the fall. The list of stations is still in the planning stage. Husband & Thomas Co. Inc., N. Y., is the agency.

DRUG CHAIN PUTS STUDIO IN STORE

PEOPLES DRUG STORES, Washington, operating 125 stores in nine Eastern and Southern States, have installed a large glass studio in a new store at 11th & G streets, Washington, to take care of expanding radio activity, according to Clarence Graham, advertising manager. The studio will include transcription turntables which belong to the store. Other equipment will be leased for the time being.

At present Peoples is using seven quarter-hour sports programs weekly on WJSV, Washington, with Arch McDonald announcing, as well as play-by-play accounts of out-of-town ball games played by the Washington Nationals, using telegraph reports. In addition announcements are used on other Washington stations for special merchandising events.

In Norfolk, Va., Peoples uses a full hour of the morning musical clock six days a week on WTAR, including announcements of civic events. Across the bay at Newport News, Peoples broadcasts an organ program on WGH five days a week for a total of three hours. All radio advertising, which includes announcements in a number of other cities, is placed direct.

NAB Asks Passage Of Copyright Bill

Joint Statement Says Present Law Is Cause of Injustices

PASSAGE of the Duffy copyright bill (S-3047) now on the Senate calendar, was asked July 26 in a joint statement issued by the NAB, through Managing Director James W. Baldwin, the Motion Picture Theatre Owners of America, through President Ed Kuykendall, and the American Hotels Association, through H. P. Somerville, AHA legislative chairman.

Opposition to the bill has been fomented by authors' societies to prevent revision of the law, according to the statement, which points out that "this legislation was not proposed by users of music but emanated from the Department of State at the request of the Senate Foreign Relations Committee."

Penalty Injustices

POINTING to objections to the $250 penalty clause in the present law for copyright infringement, the statement points out that it was inserted before the day of sound pictures and radio. Referring to injustices of this clause, the statement says:

"With the increased development of other uses, it is now possible, for example, for a few bars of a copyrighted dance tune to be broadcast over a national hookup as part of a special arrangement by some orchestra leader of another work, despite the exercise of great care and complete good faith on the part of the broadcaster. It is the contention of the composers and publishers under the present law that they are entitled to sue every broadcasting station on the hookup for the sum of $250, and so recover some ten or fifteen thousand dollars, which sum would not bear the slightest relation to the wrong done or to the damage caused thereby. The same reason applies to the motion picture theatre, the hotel, and to all users of copyrighted music.

"On the other hand, the existence of this penalty clause has been the club by means of which the American Society of Composers, Authors and Publishers has been able to build itself into the monopoly which is even now being attacked by the United States Government. This same clause has been the ground upon which other societies have been able to force licenses upon users of music. Authors and composers are mistaken when they fell that the clause works for their ultimate benefit.

"As a matter of fact, the plain discrepancy between the amounts which would be recovered for a violation and the damage done or wrong committed have caused courts to be loath to find for the author in cases of copyright infringement. Statement after statement has been made by federal judges in the course of opinions and from the bench to the effect that the clause is unfair and unjust and that a federal judge should not be compelled to grant damages which are clearly out of proportion to the offense. No similar provision exists in the laws of any other country.

"The proposed law leaves it to the discretion of the federal judge to fix such damages as shall be proper, and this discretion is reviewable by the federal appellate courts. Furthermore, the Act provides that the damages fixed shall be such 'as shall in the opinion of the court be sufficient to prevent their operation as a license to infringe, and as shall be just, proper and adequate in view of the circumstances of the case . . .' The author, moreover, is entitled to costs and to counsel fees. In other words, the effect of the Act is 'to make the punishment fit the crime' in the judgment of the federal courts, just as the judgment of the courts controls the damages in all other cases of violation of human rights.

"The whole opposition to S-3047 is fomented by authors' societies for the purpose of avoiding this revision in the law, which is perfectly fair, perfectly proper, and necessary to all users of music. The Report of the Senate Patents Committee (No. 896) recommending the enactment of the bill thoroughly covers every point of objection."

Heads WOR Promotion

Mr. Thomas

EUGENE S. THOMAS has been appointed sales promotion manager of WOR, Newark, succeeding T. Wylie Kinney, now Eastern sales representative for the Mutual Broadcasting System. This position is in addition to Thomas' job as assistant to Walter Neff, WOR sales manager. Before joining WOR in July of last year, Thomas spent seven years with the Thomas R. Shipp Co., Washington, public relations counsel. Four years of this position was spent as manager of the Atwater Kent auditions. Before that he was a reporter with the *Washington Star*. He is also a graduate of the Harvard Business school.

Announcer a Hero

DEAN MADDOX, program director and announcer, KYA, San Francisco, proved himself a hero several night ago when he came to the aid of a policeman who was getting a beating from three negroes during an attempted arrest. Maddox was driving along in his car when he saw the fracas. He jumped into the fray and helped the policeman subdue the trio. After the battle, Maddox was treated for a broken right index finger, but the colored boys have possible fractured skulls, not to mention cuts, bruises and black eyes. They are charged with resisting an officer.

Soap Lake Campaign

STARTING on a state-wide basis, Soap Lake Products Corp., Seattle (Mother Nature salts, seltzer, etc.) is using radio announcements along with a newspaper campaign, dealer aids and sampling preliminary to going national. Account is handled by J. William Sheets, Seattle agency, and the products are made by evaporating the waters of Soap Lake near Seattle.

For Speed.. for Accuracy.. for Dependability ... for **SERVICE**

● *"I telephone my telegrams to Postal Telegraph"*

● *"I send my messages direct over the Postal Telegraph Typing Telegraph"*

● *"I ring the call box for a Postal Telegraph messenger"*

● There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 points in the United States and 9,000 in Canada★, but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness, with dependability, with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world... through the only combination of telegraph, cable and radio service under a single management in the United States.

★ *in Canada, through the Canadian Pacific Railway Telegraphs.*

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — *All America Cables* — *Mackay Radio*

BROADCASTING and Broadcast Advertising

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J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

Agency Recognition

PROPOSED creation of an agency recognition bureau by radio is another step forward in radio's career as a major advertising medium. Agency recognition systems have been maintained by other major media for many years so that only agencies rendering bona fide services to media and advertiser alike should receive the customary commissions.

Not only can the small-time time broker, the masked house agency and the financially incompetent be weeded out, but the level of agency service in the broadcast advertising field can be raised materially by such a bureau as the NAB proposes to set up. The better agencies will welcome the elimination of the chiselers and the bad-credit agencies; the small though deserving agency, receiving the endorsement of recognition, will be given further impetus toward growth.

A recognition system is just as good as the participating stations make it, assuming of course that it is staffed with an intelligent and fair executive. The recognition of an agency, after all, will rest with the station for the work of the bureau will be merely informative and recommendatory. We believe the proposed bureau should have the active support of every station dealing with advertising agencies.

Has FCC the Power?

WE WOULD LIKE to feel as confident and self-assured as David Lawrence, noted publicist, in his conclusion that freedom of the air is as inviolate at the hands of the FCC as the freedom of the press is safeguarded by the Constitution from interference by the Post Office Department which accords it mailing privileges. According to Mr. Lawrence, the Supreme Court in the WIBO case made it clear that the federal regulatory authority extended only to mechanical facilities and allocations and not to "what is spoken over the air."

The WIBO case, of course, had to do only with mechanical facilities, so whatever else is read into the court's dictum is mere conjecture as to what the court would do if the clear-cut issue of freedom of speech via radio were raised. Thus far it is significant to recall that the old Radio Commission was able to refuse license renewals to Brinkley, Shuler and Baker because of the *general character* of their broadcasts and for no other reason. The Court of Appeals of the District of Columbia upheld the Radio Commission in eliminating these objectionable broadcasters and the Supreme Court declined to review the Shuler case. So it seems that the FCC, which inherited the Radio Commission's jurisdiction, really *has* the power of life or death over at least certain kinds of radio stations.

Perhaps it has not; Mr. Lawrence's contention is that the refusal of certiorari from a lower court does not necessarily imply the Supreme Court's acquiescence in a decision. He tells us he believes Chairman Prall's current cleanup campaign of objectionable programs clearly amounts to censorship, and he insists that the FCC will suffer the woe of the late-lamented NRA if its authority over broadcast material is tested.

Well, we would like to see such a test eventually—but not before the end of Mr. Prall's campaign, which obviously is one of "moral suasion", as evidenced by his speech before the NAB in which he asserted that the FCC has no intention of silencing stations for occasional mis-steps in programming if their general character has otherwise been satisfactory and in public interest. We think he is helping the industry save itself from itself in his insistence that it clean its own house.

It is indeed unfortunate that the few cases of "death sentences" on broadcasters that have thus far gone to the courts have involved obvious mountebanks. We hope some day a case will go up that involves a reputable broadcaster appealing on the clearcut issues of the First (freedom of speech) and Fifth (due process) Amendments. We hope then that President Roosevelt's no-censorship assurances are borne out by the highest court—but we don't want to see a case tried on the basis of some quack account or irresponsible broadcaster ordered off the air. Let it be on the basis of freedom of political utterances, incidental only to some station's primary purpose to entertain and educate, but let the radio appellant appear in court with clean hands.

The Right to Choose

A FEW WEEKS ago there appeared in the press association reports an innocent squib about a court decision in Oregon holding that a broadcasting station is not a "common carrier" and therefore does not have to accept all comers who have the price. In these times, when there is so much smoke about freedom of the air, the decision is of more than ordinary significance.

The case grew out of a suit instituted in the U. S. District Court for Oregon by one Henrietta B. Martin, president of the Good Government Congress Inc., a political organization, against KMED, Medford, Ore., seeking recovery of alleged damages of $35,000 and $4,500 attorney fees because of the refusal of the station to permit the plaintiff to use its facilities. KMED very properly contended that under the Communications Act of 1934, broadcasting stations are expressly excepted from the category of common carriers and held that the court had no jurisdiction.

Recently Judge McNary sustained the contention of KMED and held that a station has the right to select its patrons. In that opinion he followed the finding of the Interstate Commerce Commission in the famous Sta-Shine Products case against NBC, settled in 1932. The KMED ruling, however, was the first decision of a Federal court on the subject and one that may prove valuable precedent in future litigation. It confirms the theory that broadcasting is a type of "private carrier", limited in its capacity and therefore necessarily in the position of choosing its "passengers".

The RADIO BOOK SHELF

PROBLEMS of uniformly acceptable pronunciations of doubtful English words are being met by the British Broadcasting Corp. through an Advisory Committee on Spoken English, headed by George Bernard Shaw and including a score of notables in British cultural life. They pass on decisions rendered by a group of expert scholars, then publish their recommendations for the benefit of BBC announcers and speakers, and thus of the British public who are admittedly influenced in their everyday speech by what they hear on the radio. American radio folk might gain some valuable guidance from the committee's latest compilation of 779 English words often mispronounced, which are included with a studious discussion of the vagaries of English speech in *Broadcast English I*, third edition, which may be obtained from the BBC Publications Dept., Broadcasting House, London, for sevenpence.

PUBLISHED as a supplement to *The Trend of Canadian Business*, another publication, *The Canadian Cupboard*, has just been released by McConnell, Baxter & Eastman,, advertising agency, 254 Bay St., Toronto, Ont. It shows importance of food in retail dollar, total expenditures on food, sales in five economic areas, food store and restaurant sales by cities, importance of grocery and combination stores, and chain store distribution. The study, illustrated by statistical tables, is available from the source, McConnell, Baxter & Eastman, Ltd., Montreal, P. Q., $1.

A DIRECTORY of the more than 200 national trade associations headquartering in Washington, D. C., giving their addresses, telephone numbers and the names of secretaries or representatives, has been published by the Greater National Capital Committee of the Washington Board of Trade with the cooperation of the Department of Commerce. It is available upon request from the Board of Trade's office in the Washington Star Bldg.

We Pay Our Respects To —

NATHANIEL HENRY PUMPIAN

NATHANIEL HENRY PUMPIAN, director of media for Henri, Hurst & McDonald Inc., Chicago advertising agency, does not look like a reformer. His manner is friendly, his smile warm and sincere; he does not point a stern accusing finger or lay down the law. His friends—and that means most of Chicago's advertising fraternity—call him "Nate" and vote him a darn good fellow."

But in spite of all this he is today waging an earnest battle for some much needed radio reforms that will, he believes, make radio a better, more serviceable advertising medium. Of course, Nate wouldn't put it that way himself. He'd say that his job is to select the media that will be most productive for the clients of his agency, and if radio, or any other medium, can be changed to do a better job for these advertisers than it is now doing it's up to him to see that the change is made.

Right now, as every station manager knows, Nate is fighting for a standard practice on tie-in announcements. Last spring, in placing the Selby Shoe program with Mrs. Roosevelt over a CBS network, he had to arrange for each station to fade out the last minute of the program and to insert a local announcement identifying the Selby dealer in the station's territory. This tie-in was an important part of the advertising campaign for in higher priced merchandise of this type having only one or two dealers in each city the advertising is seriously handicapped unless the prospective consumer knows where the merchandise may be bought.

Now, although the time for this announcement had already been purchased by the advertiser, Nate found that only 30 of the 64 stations they were using were willing to make the tie-in announcement without an additional charge, including the network-owned stations. Practically all the others insisted on collecting their full announcement rate, although not one of their rate cards carried a quotation for dealer identification announcements within the advertiser's network period.

With the particular program completed, many agency men would have been content to let the matter drop. But not Nate. In one of the most interesting papers read before the radio departmental of the recent AFA convention he presented the problem and urged that the stations set up a standard practice, either rendering this service gratis as a merchandising help to their advertisers or making a nominal "courtesy" charge for the announcer's time.

"This announcement business is a typical example of how little attention most radio stations have given to the problem of cooperating with advertisers," he says. "If a newspaper is soliciting space from one of our accounts it will offer every kind of merchandising assistance that can add to the effectiveness of the advertising. Yet the idea that an advertiser should expect anything for his money but the mere use of its facilities never seems to have occurred to the radio station that is owned by that same newspaper. There are exceptions, of course, but generally radio has been entirely too interested in selling time and entirely too apathetic about helping advertisers to make the best use of that time.

"That is perhaps the chief reason why radio has received so little of the advertising of higher priced products, in the sale of which the dealer plays the most important part, but has been most successful with mass merchandise which can be purchased at every corner store and which the dealer need only stock to meet the requirements of his trade."

"Why right now," Nate continued, "Henri, Hurst & McDonald is sponsoring its own radio program over WGN to try to get information about radio that every other medium supplies about itself as a matter of course, such things as the best kind of commercials for certain products, the relative listener interest in various types of entertainment, and other data on the radio audience. We want to know these things; we feel that unless we do know them we cannot fully serve our clients; but we also feel that it should not be up to us to discover them by ourselves, with little or no help from the radio industry."

This idea of service, of giving full value plus for money received, is nothing new for Nate. When he came out of the University of Chicago's commerce school, where his interest in advertising had been aroused and developed by Professor Nathaniel Waring Barnes, who later became research director of the AFA, he felt that the theoretical knowledge he had received entitled him to nothing more than his sheepskin. So, before asking any employer to pay his expenses, he returned to the University for a post graduate course during which he worked eight hours a day in the offices of the Matteson-Fogarty-Jordan Co., paying a tuition fee of $40 for the privilege.

At the end of this course Nate went to work in the research department of Henri, Hurst & McDonald. After five years he was promoted to his present position of media director, just in time to take part in the agency's first major radio promotion, placing Paul Whiteman's orchestra over a coast-to-coast network for 50 weeks for the Allied Quality Paint Group. Since then radio has been one of Nate's important interests and activities.

Chicago is his birthplace and the scene of all of his activities during the intervening 33 years. He is a determined bachelor and has no hobbies outside of advertising.

PERSONAL NOTES

CLYDE REMBERT, former salesman of KRLD, Dallas, becomes the station's commercial manager Aug. 1 when A. L. Chilton leaves the station. He will report to officials of the *Dallas Times-Herald*, operators of the station. Mr. Chilton has applications on file with the FCC for a number of new 100 watters, and he also owns KLRA and KGHI, Little Rock, Ark.

ROBERT E. CATHERWOOD, salesman of WOR, Newark, has been assigned to the Philadelphia and Southern territory, which he once covered for the Scripps-Howard newspapers. He succeeds David Chrisman, now Eastern sales representative of Mutual Broadcasting System.

JOHN SANDBERG has joined the NBC Chicago sales promotion department, coming from the research department of the Stack-Goble Adv. Agency, Chicago.

DON CAMPBELL, formerly manager of WSGN, Birmingham, has resigned to accept a position in the commercial department of WBRC, Birmingham.

PAUL MEYER, former vice president of World Broadcasting System and before that publisher of *Theater Magazine*, has joined Oscar B. Bach Studios Inc., New York industrial art concern, as sales director.

H. LESLIE ATLASS, Chicago CBS head, and Frank Falkner, CBS engineering chief in Chicago, are cruising northern waters in the Atlass' yacht *Harriet*.

IVAN R. HEAD has been promoted by Dr. Hale V. Davis, president of KGFG, Oklahoma City, from program director to station manager. Ed. M. Taylor, advertising executive, has been named commercial manager.

EUGENE POURNELLE, of the sales and production staff of WHBQ, Memphis, has been named assistant manager under Bob Alburty.

BENEDICT GIMBEL Jr., president of WIP, Philadelphia, is honeymooning with his wife, the former Margaret Sweney, of Philadelphia, on the Pacific Coast, until mid-August. They were quietly married June 25.

A. E. BENNETT, managing director of 2GB, Sydney, Australia, who has been in the United States for several months purchasing transcriptions, etc., sailed for home on the S. S. *Mariposa* from Los Angeles July 24. He attended the recent NAB convention.

MONROE E. LOHR, formerly account executive of KMTR, Hollywood, has joined the commercial department of KFRC, San Francisco, in a similar capacity.

ROBERT BERGER, general manager of the Seth Parker expedition for Frigidaire and associated with the late George McClelland in Broadcasting Stations Inc., and T. W. Cleeland, formerly of WHAT, Philadelphia, have joined the sales staff of WFIL, Philadelphia.

D. E. "Plug" KENDRICK, operator of WIRE, Indianapolis, is back at his desk after an enforced absence under doctor's orders. He went to the NAB convention in July before returning to Indianapolis.

T. H. "TEX" RICKARD, for four years on the staff of KMTR, Los Angeles, on July 23 was named manager of the station by Vic Dalton, owner. Mr. Rickard succeeds Owen W. Dresden, who resigned to become commercial manager of KFRC, San Francisco. Before joining KMTR, Mr. Rickard had been engaged in newspaper and publicity work in Los Angeles.

C. "BOB" PUTNAM, publicity director of KROW, Oakland and San Francisco, has taken on the additional duties of commercial manager in charge of the San Francisco offices. Jim W. Russell, new to radio, has been added to the sales staff. H. P. Drey, KROW manager, has returned to his desk after an illness.

BERNARD H. GRAYBILL, of the sales department of WHIO, Dayton, was married in July to Miss Lois Bryant, also of Dayton.

W. T. BUSH, formerly general sales manager of Studebaker Corp., has joined WPRO, Providence, as commercial manager.

MAJ. A. V. DALRYMPLE, broadcast attorney of the FCC, seriously injured his kneecap in an auto accident late in July.

M. A. MULROONY, operator of KGU, Honolulu, was in California in July on business.

G. W. GRIGNON, manager of WISN, Milwaukee, is spending his three-week vacation in Canada studying the Canadian broadcasting system.

DIXIE LEE, head of youth activities of the *Philadelphia Evening Ledger*, is acting as sales manager of its station, WHAT, during August and September.

WALTER NEFF, sales manager of WOR, Newark, and Mrs. Neff sailed July 18 on a cruise to Panama. They will return Aug. 5.

HOWARD W. DAVIS, manager of KMAC, San Antonio, is the father of a boy born July 3.

FREDERICK W. AYER, formerly of WPRO, Providence, has been named commercial manager of WIBM, Jackson, Mich. Don C. Mather, has been named assistant manager.

BEHIND THE MICROPHONE

WADE THOMPSON, formerly with KOIL, Council Bluffs, and KFAB-KFOR, Lincoln, Neb., has joined the continuity staff of KOMO and KJR, Seattle. He is author of several plays that have been used by the *First Night Players* and the *Princess Pat Players* on NBC, and recently had one of his short stories published by *Liberty Magazine*.

JACK WHITNEY has been named chief announcer of KGFG, Oklahoma City, succeeding W. S. Lukenbill, who has joined KGFF, Shawnee, Okla.

COMBS BLANFORD, formerly of WALA, Mobile, has joined the production staff of WHBQ, Memphis.

ALICE KEITH, former director of the CBS *American School of the Air*, is directing musical and dramatic programs for community centers of the Washington, D. C. schools, and is also conducting a "radio workshop", offering instruction in radio continuity writing and musical program arranging at American University, Washington.

WILLIAM J. CLARK, said to be the world's first radio editor, has left his desk as radio editor of the *Chicago American* to become editor and publisher of *The Columbian*, official publication of the Knights of Columbus in Chicago and vicinity. "Dad" Clark, as he is known in Chicago radio circles, created the job of radio editor in January, 1922, organizing the first radio station-newspaper connection between his paper and KYW, in March, 1922.

ROBERT W. GRAHAM, author of *Your Folks & Mine* and other radio series, and a former trouper, has joined the writing staff of Kasper-Gordon Studios Inc., Boston, program builders. Wentworth P. Cann, formerly of WNAC, Boston, and Yankee Network, has been added to the staff in a production and new account capacity. Edmund N. Buzzell has been named manager of the instantaneous recording department.

LOWELL GILMORE, English actor and director, has been named dramatic supervisor of WLW, Cincinnati, a newly-created post.

JAMES STANLEY, in charge of the television exhibit at the 1934 Century of Progress, has joined the NBC Chicago production staff. Following work at Harvard's naval radio school and 19 months in the navy, Stanley's career included managing a stock company in Minneapolis, working in pictures in New York, directing the Bainbridge Players in Minneapolis and producing radio dramas at WRHM (now WTCN), Minneapolis.

THEY ALSO BRAY—Who like to broadcast astride a jackass. Left to right are Thomas Bryan George, Bob Trout and Ted Husing, CBS announcers, who took turns riding the jackass during the recent "Jackass Soft Ball Game" broadcast over CBS as part of one of Kate Smith's hours.

ARCHIE PRESBY, NBC announcer in San Francisco, for the first time will meet his son, Donald George Grant Presby, when he goes to Portland, Ore., on vacation. Young Presby will be two months old Aug. 3 and his father will be with him to celebrate the occasion. Mrs. Presby was in Portland when Donald was born. After a two weeks vacation in the Northwest, Presby will bring his family back to San Francisco with him.

CHARLES FOLL has joined the announcing staff of KJBS, San Francisco, coming over from KROW, Oakland. Sterling "Brick" Swegle has also joined the KROW staff.

PAUL S. NATHAN, radio editor of the *Oakland* (Cal.) *Post-Enquirer*, was married July 14 to Miss Dorothy Goldeen, in Portland, Ore.

SHELLY HELMS has joined the announcing staff of WSPA, Spartanburg, S. C.

GODFREY KULER, news commentator of KFJZ, Fort Worth, is now handling the daily Transradio news service.

CHARLES W. HAMP PRODUCTIONS has been formed in Hollywood with the July schedule calling for a series of 15-minute programs similar to those Mr. Hamp produced on networks.

MARSDEN ARGALL, concert singer and well known Pacific Coast radio artist, has succeeded Robert P. Anderson Jr., as relief announcer at KYA, San Francisco. Anderson resigned to become the *San Francisco Call-Bulletin* radio news reporter, succeeding Dick Romaine, who has gone to KROW, Oakland, in a similar capacity.

HERBERT ALLEN, formerly with KNX, Hollywood, has joined the announcing staff of KROW, Oakland, Cal.

C. L. RHODES, program director and chief announcer of KFRO, Longview, Tex., has acquired the title "Major Rhodes", a play on Major Bowes, since he started conducting the local Chevrolet *Amateur Hour*.

JOE ALLABOUGH, program director of WJJD, Chicago, is the father of a girl born in July.

OLIVER FORT PEARSON, recently of KPRC, Houston, has joined the NBC Chicago announcing staff. Pearson entered radio as a singer over KTBS, Shreveport, La., where he was later announcer and program director, leaving there in 1934 to broadcast football over KPRC.

ALLEN KENNEDY, formerly of WIBX, Utica, N. Y., is substituting on the announcing staff of WGY, Schenectady, during the summer.

HUGH CONOVER, formerly of WIS, Columbia, S. C., has joined the announcing staff of WJSV, Washington.

WILLIAM GARTLAND, 21-year-old NBC page boy at Radio City, is author of *Stovers vs. Anti-Stovers*, to be presented Aug. 5 on an NBC-WEAF network.

ALOIS HAVRILLA, NBC announcer, is making a series of travelogues titled *The World on Parade* for Van Beuren Pictures.

FAYETTE KRUM, of the NBC Chicago continuity staff, is author of the new *Girl Alone* serial featuring Betty Winkler now being carried on an NBC-WEAF network.

FRED M. BRENNE, secretary of the Marshfield (Ore.) Chamber of Commerce and former announcer with KGW and KEX, Portland, handled the portable microphone for KKOS, Marshfield, on the deck of the Japanese training ship *Shintoku Maru* during its recent call at Coos Bay.

DRESSER DAHLSTEAD, an NBC staff announcer in San Francisco, was married in July to Miss Blanche Lawry in Selma, Cal.

CLINTON TWISS, NBC San Francisco announcer, is handling the *Langendorf Daily Pictorial Review*, heard six times weekly over NBC-KPO network, while Rush Hughes, commentator, is in New York. Hughes is on a six-week leave of absence.

PAUL HANDEL, graduate of the University of Iowa radio school, has joined the announcing staff of WMT, Cedar Rapids.

JOHN ALLEN WOLF, program director of WSFA, Montgomery, Ala., was married early in July and went to New York on his honeymoon.

MEL ROACH, who resigned as program director of KGER, Long Beach, Cal., several weeks ago, in June joined the staff of KTM, Los Angeles, as part-time announcer.

JAMES BURTON, who has been producing *Dramatizing Dickens* at KMTR, Hollywood, in July was added to the station's announcing staff.

JOHN KENNEDY has returned to KGFJ, Los Angeles, as an announcer after a year in stage work and announcing at XEBC, Caliente, Mexico.

ROBERT TONG has joined KGFJ, Los Angeles, as a relief announcer.

BETTY HUDSON, fashion broadcaster of WJSV, Washington, spent July in Hollywood getting fashion hints.

CECIL CARMICHAEL, newscaster of WBT, Charlotte, and radio editor of the *Mecklenburg Times* has joined the Charlotte bureau of the United Press, which serves WBT.

FLOYD MILLER Jr., announcer of WMCA, New York, was to be married Aug. 1 to Miss Mary Doris Cowin of Buffalo.

ARTHUR KELLY has joined the staff of WHAM, Rochester, to handle a "short wave reporter" assignment and other announcing.

SOL FLEISCHMAN, chief announcer of WDAE, Tampa, is spending a "busman's holiday" starting July 21, visiting with CBS announcers in New York and returning via Cincinnati where he will visit "Red" Barber, announcer of WLW and WSAI.

WJAY

Cleveland
610 Kilocycles

An Independent Station with
BIG Coverage
in Ohio

Detroit today...

active
thriving
prospering
spending

CKLW alone

covers
the entire
Detroit
area
completely

Windsor offices:
Guaranty Trust Building
Detroit offices:
Union Guardian Building

Representatives:
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Building, Chicago

5000 WATTS
WRVA
RICHMOND, VA.

GENE AUSTIN, noted barnstorming radio star, and Jimmie Grier, orchestra leader and arranger, have been signed to the staff of Standard Radio Advertising Co., Hollywood transcription program library producers.

BACHMANN-HERZBRUN Inc., has been formed at 5514 Wilshire Blvd., Los Angeles, as a talent agency. J. C. Bachmann and Walter Herzbrun are the principals.

NORMAN BARRY, Chicago NBC announcer, is recovering from an automobile crack-up while on duty at the stratosphere camp near Rapid City, S. D.

BILL RAY, of NBC's Chicago press department, is back at his typewriter after an appendix operation.

ELMER H. DRESSMAN, former telegraph and city editor of the *Cincinnati Post*, and for more than two years director of continuity and press relations of WCKY, Cincinnati, has been placed in charge of selecting and editing INS news for the station.

RALPH J. WONDERS, manager of the CBS Artists' Bureau, New York, arrived in Los Angeles July 17 for a brief visit.

MARIETTA UPTON, writer and editor, has joined the continuity staff of KOMO-KJR, Seattle, her first radio connection.

RICHARD JACOBSON, of New York, and William Cizek, of Chicago, have joined the announcing force of WIBM, Jackson, Mich.

WALTER NELSON has been named to announce news broadcasts on KGCX, Wolf Point, Mont.

GEORGE PATTERSON, announcer of WAVE, Louisville, announced several NBC network programs while visiting in New York. Bill Bond, announcer, who was married recently has returned from a New York honeymoon and a visit with his brother, Ford Bond, NBC announcer.

HOWARD JONES has been named editor of Transradio News on WIP, Philadelphia, and day supervisor, with Ted Hale as announcer. Gene Morgan, ill, is being replaced temporarily by Ed Wallis, formerly of WIBG, Philadelphia. Bob Allen has joined the staff to announce remote broadcasts from Wildwood and Cape May, N. J.

CHARLES FOLL, formerly with KROW, Oakland, Cal., has joined the announcing staff of KJBS, San Francisco. Gordon Willis also resigned from KROW recently to join KGGC San Francisco.

ROGER BEANE, formerly manager of WCBD, Waukego, Ill., and associated with the radio department of Jewell F. Stevens Adv. Agency, Chicago, has joined the announcing and production staff of WJIM, Lansing.

Northups Head WIND

MR. AND MRS. DWIGHT NORTHUP have been appointed co-managers of WIND, Gary, Ind., succeeding David Brinkmiller. The Northups, who always work together as a team, started in radio in 1928 at WSPD, Toledo, and have since worked at WWVA, Wheeling; CKLW, Detroit - Windsor, and KWKH, Shreveport. At one time Mr. and Mrs. Northup were respectively dramatic and music critic for the Scripps-Howard newspapers and they are also professional entertainers. Harold Conover, formerly of WDZ, Tuscola, Ill., has joined the sales staff and Paul Goldman, formerly of WJTL, Atlanta, and WJBO, Baton Rouge, has joined the announcing staff.

IN THE CONTROL ROOM

WILLIAM G. H. FINCH, assistant chief engineer of the FCC in charge of telephony and former chief engineer of the Hearst radio services, on July 16 was allowed 17 additional claims for mobile secrecy on his radiotelegraph printer invention by the U. S. Patent Office.

WILLIAM J. PURCELL, engineer in charge of WGY, Schenectady, returned from the meeting of NBC engineers suffering from pneumonia. He has recovered sufficiently to spend an hour or two daily at the station. Bernard Cruger has been looking after his work.

KENNETH ERWIN, transmitter engineer of WDSU, New Orleans, was married recently. Fred Fabre, of the engineering staff, is the father of a boy born recently.

JOHN PEOPLES, formerly assistant chief engineer of WAIM, Anderson, S. C., has been named chief engineer to replace Ken McCleod. Wendell Roberts, of Commerce, Ga., has been namd assistant.

HERB BROWN, aviator, has joined the control staff of CFCY, Charlottetown, Prince Edward Island.

BRUCE GEDDES, transmitter engineer of WJSV, Washington, and son of Bond Geddes, executive vice president and general manager of RMA, is the father of a boy born in July.

HENRY MONTAGNES has recently joined CJKL, Kirkland Lake, northern Ontario, as engineer.

W. PAUL WICHMANN, studio engineer and chief announcer of WLBL, Stevens Point, Wis., will be married Aug. 19 to Miss Myrna June Edwards, of Cambria, Wis.

HORTON MOSHER, control operator of WGY, Schenectady is the father of a boy born in Cooperstown, N. Y., July 7 after a 50-mile automobile race through flooded country with Mrs. Mosher.

HOWARD STEPHENS, formerly of WLW, Cincinnati, has joined the engineering staff of WKRC, Cincinnati.

CHARLES COLEMAN, engineer of WFIL, Philadelphia, is recovering from a broken leg at his home in Lebanon, Pa. The leg was healing nicely until Coleman fell out of bed at the hospital, aggravating the injury.

BOB WARD, engineer of WOR, Newark, will be married Aug. 10 to Ethel D. Stewart, of New York. They will sail the same day for Europe on the *Ile de France*, returning early in September on the *Normandie*.

KARL J. SCHEIERN, formerly of WMBC, Detroit, has joined the engineering staff of WJIM, Lansing, Mich.

R. M. BADENACH, of Melbourne, Australia, divisional engineer of the Postmaster General's research laboratories, which control Australia's public broadcasting system, is touring the United States to study American broadcasting.

R. C. WOLFENDEN, of the control staff of WDBJ, Roanoke, Va., is the father of a girl born in July.

PAUL FRINCKE, chief engineer of WJBK, Detroit, was married in July to Miss Agnes Schreiner, of Royal Oak, Mich.

WELDON ROY, of the control staff of WHBQ, Memphis, was married recently.

ED MacKENZIE, control operator of WTCN, Minneapolis, is the father of a girl born recently. Gene Braugtigim, of the night staff, won the Twin City engineers golf championship.

"BIG TIME" *Results*
ON A LOW-COST SCHEDULE . . .

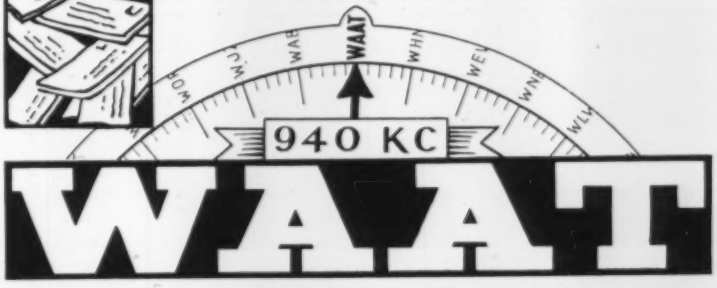
Radio's toughest test—RESULTS—rates WAAT consistently ahead of its moderate cost. Mail, cash orders, and point-of-sale crowds that might butter the vanity of any "big" station repeatedly and pleasingly swamp advertisers out of gentle expectations.

WAAT is "daytime only". It has a local-color grip on a quarter-million-population area of Jersey's best homes. If what you have to sell sells to homes, contact this juicy market with WAAT's extraordinary penetration. BONUS: Not charged for in our rate card is the large, proved "circulation" in New York City, Brooklyn, Staten Island, Long Island and Westchester.

FOR WHATEVER SELLS TO HOMES . . .

A splendid supplementary buy with a primary coverage in Newark, Jersey City, Paterson, Elizabeth, Bayonne, Union City, Hoboken, West New York, Passaic, Hackensack, the Oranges and Montclair. An unmatched testing ground. A profitable buy in its own right.

SPECIFIC DETAILS ON REQUEST



EXTRA
LY NEWS
PAY DIRT PUTS PAY CHECKS IN SALT LAKE
SALT LAKE IS CENTER OF AMERICA'S MINING ACTIVITY
GOLD, SILVER PRICES NOW HIGHEST IN YEARS

KDYL
an NBC Station
IN SALT LAKE CITY

Representatives
JOHN BLAIR & COMPANY
New York — Chicago
San Francisco — Los Angeles
Detroit

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

American Molasses Co., New York (Grandma's molasses), 2 weekly *sp*, thru Chas. W. Hoyt & Co. Inc., N. Y.
Ball Bros. Co., Muncie, Ind. (fruit jars), 3 weekly *sp*, thru Applegate Adv. Agency, Muncie.
Beverwyck Brewery, Albany, weekly *sp*, thru Peck Adv. Agency, N. Y.
Waitt & Bond Inc., Newark (Blackstone cigars), 4 daily *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Waitt & Bond Inc., Newark (Quincy cigars), 6 weekly *sa*, thru Batten Barton, Durstine & Osborn Inc., N. Y.
Wm. S. Scull Co., Camden, N. J. (Bosco), 2 weekly *sp*, thru Kenyon & Eckhardt Inc., N. Y.
Chicago, Duluth & Georgian Bay Transit Co., Chicago, 3 weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.
Johnson Educator Food Co., Cambridge, Mass. (Crax), daily *sa*, thru John W. Queen, Boston.
Gold Dust Corp., New York (Silver Dust), 5 weekly *ta*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Chr. Hansen's Laboratory, Little Falls, N. Y. (Junket), 3 weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.
E. L. Knowles Inc., Springfield, Mass. (Rubine), daily *sa*, thru DeForest Merchan-Bureau, Springfield, Mass.
Sun Oil Co., Philadelphia (Sunoco), 3 weekly *sp*, thru Roche, Williams & Cunnyngham Inc., Chicago.
G. W. Van Slyke & Horton, Albany (Peter Schuyler cigars), 6 weekly *sp*, thru Moser & Cotins, Utica.

WOAI, San Antonio

Kellogg Co., Battle Creek (cereal) 3 weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Hyral Co., Fort Worth (dentifrice), daily *sa*, direct.
Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Bethlehem Steel Corp., Bethlehem, Pa., 2 weekly *t*, direct.
Colgate-Palmolive-Peet Co., Jersey City (Crystal White soap), 2 weekly *t*, thru Benton & Bowles Inc., N. Y.
Sterling Products Inc., New York (Dr. Caldwell's Syrup of Pepsin), 5 weekly *sp*, thru Cramer-Krasselt Co., Milwaukee.
Ex-Lax Mfg. Co., Brooklyn (proprietary), 2 weekly *t*, thru Joseph Katz Co., N. Y.

KGNF, N. Platte, Neb.

Dodge Bros. Corp., Detroit (autos), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.
Pen-Jel Co., Kansas City (pectin), 13 *ta*, thru R. J. Potts & Co., Kansas City.
Chevrolet Motor Co., Detroit (autos), 3 weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.

WRC, Washington

Gold Dust Corp., New York (Silver Dust), 10 weekly *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

WCSH, Portland, Me.

Gardner Nursery Co., Osage, Ia. (shrubbery), 3 weekly *t*, thru Northwest Radio Adv. Co., Seattle.
Tan Sales Co., Boston (cosmetics), daily *sa*, thru local distrib.
Ford Motor Co., Detroit (autos), weekly *t*, thru N. W. Ayer & Son Inc., N. Y.
Carleton & Hovey Co., Lowell, Mass. (Father John's), daily *sa*, thru John W. Queen, Boston.
Shawmut Mfg. Co., Hartford, Conn. (QuikTinT), 13 *sa*, thru Mantermach Co., Hartford.
John E. Cain Inc., Cambridge (Cain-Spread), daily sa, thru Chambers & Wiswell Inc., Boston.
Lever Bros. Co., Cambridge (Lifebuoy soap), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Cape Cod Shirt Co., Fall River, Mass., 2 weekly *sp*, thru Lanpher & Schonfarber Inc., Providence, R. I.
Waitt & Bond Inc., Newark (Blackstone, Quincy cigars), 624 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

WDBJ, Roanoke, Va.

Ex-Lax Mfg. Co., Brooklyn (proprietary), 2 weekly *t*, thru Joseph Katz Co., N. Y.
Krueger Brewing Co., Newark (beverages), 2 weekly *t*, thru Fuller & Smith & Ross Inc., N. Y.
Greyhound Management Inc., Cleveland (bus transport), 3 weekly *t*, thru Beaumont & Hohman Inc., Cleveland.
Zenith Radio Corp., Chicago (receiving sets), 4 weekly *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

WOL, Washington

Griffin Mfg. Co., Brooklyn (shoe polish), 2 daily *sa*, thru Bermingham, Castleman & Pierce Inc., N. Y.
American Tobacco Co., New York (Herbert Tareyton cigarettes), 3 daily *ta*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

WAAT, Jersey City

C & D Laboratories, New York (Chocolatone), weekly *sp*, direct.

WLS, Chicago

Lehon Co., Chicago (Mule-Hide roofing), 26 *sa*, thru Gale & Pietsch Inc., Chicago.
Gold Dust Corp., New York (Silver Dust), 30 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Akron Lamp Co., Akron, O. (reading lamps), 26 *sp*, thru Guenther-Bradford & Co. Inc., Chicago.
Nicollet Hotel, Minneapolis, 9 *sa*, thru McCord Co., Minneapolis.
Griffin Mfg. Co., Brooklyn (shoe polish), 208 *sa*, thru Bermingham, Castleman & Pierce Inc., N. Y.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 78 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Crazy Water Crystals Co., Chicago, 90 *sp*, thru Goodman Adv. Co., Paducah, Ky.

WTBO, Cumberland, Md.

Texas Crystal Co., New York (Mineral Crystals), 6 weekly *sp*, direct.
Stanback Medicine Co., Salisbury, N. C. (proprietary), 12 weekly *sa*, direct.
Schmidt's Baking Co., Baltimore (bread), 42 weekly *sa*, direct.
Carter Medicine Co., New York (liver pills), 2 weekly *ta*, direct.
Dodge Motor Car Co., Detroit (autos), 3 weekly *t*, direct.
Chevrolet Motor Co., Detroit (autos), 3 weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.
Kelvinator Corp., Detroit (refrigerators), 3 weekly *sp*, direct thru dealer.

KSD, St. Louis

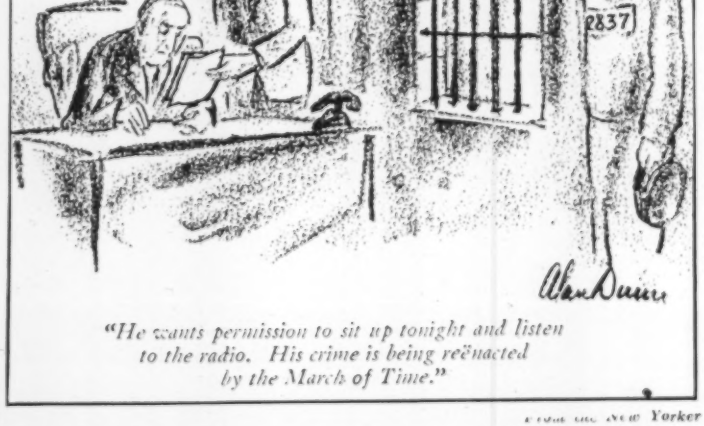
Griffin Mfg. Co., Brooklyn (shoe polish), daily *ta*, thru Bermingham, Castleman & Pierce Inc., N. Y.
Dodge Bros. Corp., Detroit (autos), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

KHJ, Los Angeles

First Industrial Loan Co., Los Angeles, weekly *sp*, thru Elwood J. Robinson Co., Los Angeles.
Bullocks, Los Angeles (department store), 5 weekly *sp*, thru Dana-Jones Co., Los Angeles.

WDSU, New Orleans

Dr. Pepper Co., Dallas (beverages), 6 weekly *ta*, thru Tracy-Locke-Dawson Inc., Dallas.



"He wants permission to sit up tonight and listen to the radio. His crime is being reënacted by the March of Time."

From the New Yorker

WOR, Newark

Conti Products Corp., New York (castile soap), weekly *sp*, thru Henry S. Howland Inc., N. Y.
Chevrolet Motor Co., Detroit (autos), 3 weekly *t*, thru Campbell-Ewald Inc., Detroit.
Mennen Co., Newark (shaving cream), 3 weekly *sp* (news), thru H. M. Kiesewetter Adv. Agency, N. Y.
Bowey's Inc., Chicago (Chocolate Drink-Dari-Rich), 3 weekly *t*, thru Russell C. Comer Adv. Agency, Chicago.
California Fruit Growers' Exchange, Los Angeles (Sunkist), 6 weekly *sp*, thru Lord & Thomas, Los Angeles.
John Morrel & Co., Ottumwa, Ia. (Red Heart dog food), 3 weekly *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
General Mills Inc., Minneapolis (flour), 5 weekly *t*, thru Merrill Adv. Co. Inc., N. Y.

WJSV, Washington

Cities Service Co., New York (Koolmotor), 5 weekly *sp*, thru Lord & Thomas, N. Y.
Auburn Automobile Co., Auburn, Ind., 3 weekly *sp*, thru Radio Sales Inc., N. Y.
C. H. McAleer Co., Detroit (auto polish), 5 weekly *sa*, thru Maxon Inc., Detroit.
W. S. Scull Co., Camden (Bosco), 3 weekly *sa*, thru Kenyon & Eckhardt Inc., N. Y.
American Tobacco Co., New York (Herbert Tareyton cigarettes), 4 daily *ta*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

WHIO, Dayton

Associated Serum Producers Inc., Omaha (hog serum), 3 weekly *sa*, thru R. J. Potts & Co., Kansas City.
Dodge Bros. Corp., Detroit (autos), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

WHBQ, Memphis

Frito Co., Dallas (Fritos confection), 12 weekly *sa*, thru Johnston Adv. Co., Dallas.
Falstaff Brewing Corp., St. Louis (beverages), 14 weekly *sa*, thru Gardner Adv. Co., St. Louis.

WPRO, Providence, R. I.

Tom A. Hutchinson Inc., New York (cosmetics), 7 weekly *sa*, thru Bermingham, Castleman & Pierce Inc., N. Y.
Gardner Nurseries, Osage, Ia. (shrubbery), 7 weekly *t*, thru Northwest Radio Adv. Co., Seattle.

WFAB, White Plains, N. Y.

Italy Laboratories, New York (Norine), 4 weekly *sp*, thru Bess & Schillin Inc., N. Y.

WJBK, Detroit

Kroger Grocery & Baking Co., Cincinnati, 6 weekly *sp*, thru Ralph H. Jones Co., Cincinnati.

KGCX, Wolf Point, Mont.

Chevrolet Motor Co., Detroit (autos), 3 weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.

WKRC, Cincinnati

Westinghouse Electric & Mfg. Co., East Pittsburgh (roasters, irons), 5 weekly *sa*, direct.

WIND, Gary, Ill.

Chevrolet Motor Co., Detroit (autos), 3 weekly *t*, thru Campbell-Ewald Inc., Detroit.

WMAQ, Chicago

Cutler Shoe Co., Chicago (chain of retail shoe stores), 52 *sp*, thru Morenus Adv. Agency, Chicago.

WABC, New York

I. J. Fox Inc., New York (furriers), 6 *sp*, thru Peck Adv. Agency Inc., N. Y.

WEAF, New York

Julius Grossman Shoes Corp., New York, weekly *sp*, thru Cramer-Tobias Co. Inc., N. Y.

NBC Thesaurus Service Expands Its Client List To Additional Stations

IN ADDITION to its owned and operated stations, NBC announced July 24 that 20 independent stations on July 15 started subscribing to its new *Thesaurus* transcription service. Five more have been signed to start Aug. 1, and orders from four other stations are scheduled for later delivery.

Besides the 20 stations, NBC on July 15 started to deliver the full service to Amalgamated Wireless Ltd., Australian station and network operators, and to the South African Broadcasting Co., Johannesburg. The July 15 bookings include: WSYR, Syracuse; KTBS, Shreveport; KSO, Des Moines; WSAI, Cincinnati; WJDX, Jackson; WTAR, Norfolk; WCKY, Cincinnati; WSVA, Harrisonburg, Va.; WIP, Philadelphia; WMCA, New York; WGBB, Freeport, N. Y.; W1XBS, Waterbury, Conn.; WALA, Mobile; KFJS, Fort Worth; WSPA, Spartanburg, S. C.; KWBG, Hutchinson, Kan.; KGBX, Springfield; WTMV, E. St. Louis, Ill.; WHBF, Rock Island; KABC, San Antonio.

August 1 orders include WPTF, Raleigh; WSB, Atlanta; WXYZ, Detroit; WMBH, Joplin, Mo.; WIRE, Indianapolis. For later delivery the schedule includes WMC, Memphis; WREN, Lawrence, Kan.; KRGV, Weslaco, Tex.; KTAR, Phoenix.

Oshkosh Studios, WHBY, Publishing House Organ

ALL WITHIN a couple of months, Oshkosh studios of WHBY, Green Bay, Wis., have built up an effective weekly house organ called *Radio Flash* which is distributed free to 9,000 families in Oshkosh, with local advertisers using space. An 8-page format 10½ by 14 inches is used and the paper is published by the owner of the Oshkosh studios, Michael Duggan, who is also owner of a printing shop. Lawrence Walter, Oshkosh advertising man, is editor.

Local studio pictures are carried on the front page of each issue, along with program features. On inside pages are daily programs of nine stations heard regularly in Oshkosh, along with display advertising and news items. Public response to the *Flash* has been favorable.

Oppose Maryland Grant

PROTESTS against the grant July 2 of authority to erect a new 250-watt daytime station on 1140 kc. in Rockville, Md., just outside of Washington, D. C., were filed July 26 by WOL, Washington, and WCAU Philadelphia. WOL claims Rockville is too small to support a station and is already adequately served from Washington, which it claims the new station would also serve. WCAU protests potential interference on its 1170 kc. channel. Lawrence Leonard, retired lawyer, heads the Monocacy Broadcasting Co., which secured the grant without a hearing. Former Senator C. C. Dill is his counsel. The protests will force the case to hearing.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Ayer Co., Lowell, Mass. (Vita-Ray cream)
Chicago, Duluth & Georgia Bay Transit Co., Detroit (navigation)
Commander-Larabee Co., Minneapolis (Sunfed flour)
E. I. duPont de Nemours, Baltimore (paints)
Greyhound Management Corp., Cleveland (bus service)
The Pen-Jel Co., Kansas City, Mo. (Pen-Jel dessert)
Perma Facial Salon, New York (beauty treatment)
Mrs. Smith's Pie Co., Philadelphia
Two-in-One Shoe Polish Co., New York

STANDARD RADIO ADVERTISING Co., Hollywood, has taken additional space for its Chicago offices at 180 N. Michigan Ave., and has assigned David Ballou there as assistant to Milton M. Blink, Chicago manager. Signing of the following additional stations for its library service is reported, bringing its total to over 70: WBT, Charlotte; WJBC, Bloomington, Ill.; WAAT, Jersey City, and KRGV, Welaco, Tex.

MAURICE WETZEL, former NBC production man, has been transferred to transcription representative of the Chicago NBC studios.

EXCLUSIVE rights to the NBC Thesaurus Service in New York City, effective Aug. 1, have been secured by WMCA, Donald Flamm, WMCA president, announced July 18.

H. C. CONNETTE, formerly associated with NBC Western division, and later KYA, San Francisco, as continuity writer and producer, has been named production manager of MacGregor & Sollie Inc., San Francisco transcription producers. He succeeds John Hasty, resigned.

FREDERICK C. DAHLQUIST, president of American Radio Features Syndicate, Los Angeles transcription program builders, announces that Brooks Gifford, Pasadena attorney, has been added to the board of directors to take the place of E. E. Towles, deceased.

C. C. PYLE, vice president of Radio Transcription Co. of America, has been elected its president. The reorganization of the firm calls for eight transcribed programs a week throughout the year from its Hollywood studios.

EARNSHAW-YOUNG Inc., Hollywood, in July sold the second series of *Crooners* to KTSM, El Paso; two series of *Crazy Quilt* to KMOX, St. Louis, and 39 of *Black and Blue* to WRVA, Richmond, Va. Earnshaw Radio Productions also sold its *Radio Short Stories* to KMMJ, Clay Center, Neb. and the second series of stories to KGU, Honolulu and KSL, Salt Lake City.

MAX GRAF, sales manager, Titan Productions Inc., San Francisco transcription producers, is on a business trip to Chicago and New York. He is scheduled to return to San Francisco Sept. 1. Kasper-Gordon Studios Inc., Boston, have been appointed representatives for Titan Productions in the New England states.

RADIO PRODUCERS SALES Co., sales organization recently formed for Radio Recorders Inc., Hollywood transcription firm, has opened New York offices at 200 W. 86th St., in charge of Clarence Winston.

WKY

. . . *always* first choice of National Spot Broadcasters in Oklahoma!

These national advertisers used WKY for spot broadcast schedules during the first six months of 1935:

A C Spark Plug Co.
Alaska Salmon Co.
Armour & Company
Bunte Brothers
Carey Salt
Chamberlain Hand Lotion
Chrysler Corporation (Dodge-Plymouth-DeSoto)
California Perfume Co.
Chieftain Shoe Polish
C & O Railway Co.
Chevrolet Motor Co.
Dodge Brothers
Dixie Oil Co.
Deep Rock Oil Co.
Dr. Pepper Co.
Frozen Dessert Co.
Fazz, Fred, Company
Ford Motor Company
General Electric Co.
Horse & Mule Assn. of America
Johns-Manville Co.
Lever Brothers
Lumbermen's Assn. of Texas
McGaugh Hosiery Co.
Magnolia Petroleum Co.
Oshkosh Overall Co.
Pittsburgh Plate Glass Co.
Phillips Petroleum Co.
Pen-Jel Co.
Reid-Murdock Co.
Scott & Bowne Co.
Studebaker Motor Co.
Silver Dust (Gold Dust Co.)
Seminole Tissue
Skelly Oil Co.
United Drug Co.
Welch Grape Juice Co.
Sheeling Corrugating Co.
Wrigley Tooth Paste Co.
Western Railway Executives
Wheaties (General Mills)
Willis, G. F., Inc. (Sargon)
Wilson & Company
Zerbst Pharmacal Co.

. . . During the same period WKY carried 94 local accounts!

NBC AFFILIATE

WKY Oklahoma City

Affiliated with the Daily Oklahoman, the Times and the Farmer-Stockman

NATIONAL REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

WSPD

—Is the ONLY Radio Station in Toledo and Northwestern Ohio, and national advertisers know from experience that it is the key to America's ideal test market.

New Transmitter Will Be Completed August 15th

With the installation of WSPD's new transmitter our position in this great market will be more than doubled.

One of the many local features WSPD broadcasts daily is the News Service of the United Press.

Represented By:
John K. Kettlewell
919 N. Michigan Ave.
Chicago, Illinois

Joseph H. McGillvra
485 Madison Avenue
New York, N. Y.

WSPD

On the Basic Network of the Columbia Broadcasting System.

Address—
Commodore Perry Hotel
TOLEDO, OHIO

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

CREAM OF WHEAT Corp., Minneapolis (cereal) on Oct. 6 starts *Alexander Woollcott, The Town Crier* on 34 CBS stations, Sundays, 7-7:30 p. m., (EST). Agency: J. Walter Thompson Co., Chicago.

FISHER BODY Corp., Detroit (div. General Motors) on Aug. 22 only; program keyed from Quebec on 31 CBS stations, 8:45-9 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

NORTHAM WARREN Corp., New York (Cutex etc.) on Sept. 8 starts *Neila Goodelle* on 18 NBC-WJZ stations, Sundays, 9:45-10 p. m. Agency: J. Walter Thompson Co., N. Y.

VICK CHEMICAL Co., New York (Vaporub etc.) on Sept. 16 starts *Grace Moore* on 62 NBC-WEAF stations, Mondays, 9:30-10 p. m. Agency: Cecil, Warwick & Cecil Inc., N. Y.

LIFE SAVERS Inc., Port Chester, N. Y. (candy) on Sept. 18 starts program on 26 NBC-WJZ stations, Wednesdays, 8-8:30 p. m. with repeat at 1:15 a. m. Agency: Topping & Lloyd Inc., N. Y.

STERLING PRODUCTS Co., New York (Dr. Lyon's toothpowder, Bayer aspirin) on July 21 renewed *Manhattan Merry-Go-Round*, Sundays, 9-9:30 p. m., and *American Album of Familiar Music*, Sundays, 9:30-10 p. m., on 58 NBC-WEAF stations. Agency: Blackett-Sample-Hummert Inc., N. Y.

CLIMALENE Co., Canton, O. (water softener) on Aug. 8 renews *Climalene Carnival* on 13 NBC stations, Thursdays, 11:30-12 noon. Agency: W. S. Hill Co. Inc., Pittsburgh.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap) on Aug. 9 shifts *Palmolive Beauty Box Theatre* to 59 NBC-WEAF stations, Fridays, 9-10 p. m. with repeat at 11:30. Agency: Benton & Bowles Inc., N. Y.

TIME Inc., New York (magazine, newsreel) and Remington Rand Inc., Buffalo (office equipment) on Aug. 26 start under joint sponsorship *March of Time* on 40 CBS stations, Mon. thru Fri., 10:30-10:45 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

CARLSBAD PRODUCTS Co., New York (Carlsbad salts) on Aug. 16 starts program on 12 Yankee stations, Fri. & Sat., 5:45-6 p. m. Agency: H. M. Kieswetter Adv. Agency, N. Y.

WHEATENA Corp., Rahway, N. J. (cereal) on Sept. 10 starts *Popeye the Sailor* on 35 NBC-WEAF stations, Tues., Thurs., Sat., 7:15-7:30 p. m. with repeat. Agency: McKee & Albright Inc., Philadelphia.

MacFADDEN PUBLICATIONS Inc., New York (True Story) on Sept. 6 starts *True Story Court of Human Relations* on 29 NBC-WEAF stations, Fridays, 9:30-10 p. m. Agency: Erwin Wasey & Co. Inc., N. Y.

HORLICK'S MALTED MILK Corp., Racine, Wis., on Sept. 2 starts *Lum 'n' Abner* on 6 NBC-WJZ stations, Mon. thru Fri., 7:30-7:45 p. m. Agency: Lord & Thomas, Chicago.

SWIFT & Co., Chicago (meats, etc.) on Sept. 10 starts program on 41 NBC-WEAF stations, Tuesdays, 10-10:30 p. m. Agency: J. Walter Thompson Co., Chicago.

COTY Inc., New York (cosmetics) on Sept. 10 renews *Ray Noble Orchestra* on 21 NBC-WEAF stations, Wednesdays, 10:30-11 p. m. Agency: Biow Co. Inc., N. Y.

TEXAS Co., New York (Texaco) on Oct. 1 renews *Eddie Duchin Orchestra* on 62 NBC-WEAF stations, Tuesdays, 9:30-10 p. m. Agency: Hanff-Metzger Inc., N. Y.

WELCH GRAPE JUICE Co., Westfield, N. Y., on Aug. 23 renews program on 29 NBC-WJZ stations, Fridays, 8-8:15 p. m. Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

ATWATER-KENT MFG. Co., Philadelphia (radio receivers) on Sept. 19 starts musical program on 44 CBS stations, Thursdays, 8:30-9 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

CRUSADERS, New York (political) on Aug. 5 renews program on Mutual and Yankee networks with WIND and WGAR, Mondays, 8:45-9 p. m. with repeat. Agency: Marschalk & Pratt Inc., N. Y.

NBC CHANGES — Andrew Jergens Co. on Sept. 1 adds 12 stations; John Morrell & Co. on July 28 shifted to 5:30-5:45 p. m. Sundays with 18 stations added; S. C. Johnson & Co. Inc., on July 8 added 24 stations; Standard Brands Inc. on July 7 added 16 stations; Western Clock Co. on July 7 added 17 stations.

Lyman vs. Lyman

ABE LYMAN, announcer of WBNX, New York, claims he was born with that name and will continue to use it despite possibility of a suit by Abe Lyman, orchestra leader, to restrain him. He contends that the orchestra leader's real name is Abraham Simon.

Cargill Named President Of Georgia Broadcasters

Mr. Cargill

FORMATION of the Georgia Association of Broadcasters, organized to function as a unit of the NAB but to represent the interests of the state's radio stations, was completed at meetings in Savannah July 26 and 27. Its first action will be to act as a group in negotiating a renewal of ASCAP contracts, meeting with E. C. Mills, ASCAP general manager, when he comes to Atlanta in August. The group also endorsed the new NAB code of ethics, decided to act as a unit on breaking down anti-radio football agreements and adopted a plan for an 11-week schedule of "Forward Georgia" programs.

E. K. Cargill, operator of WMAZ, Macon, was elected president, and Macon will be the place of the meeting. Other officers are W. T. Knight, WTOC, Savannah, vice president, and Steve Cisler, WJTL, Atlanta, secretary-treasurer. Mr. Knight acted as host to the gathering, which included representatives of practically every station in the state.

Average Network Sponsor Spends $157,252 a Year

AVERAGE expenditures per advertiser using the NBC networks during 1934 increased to $157,252 as against $135,777 in 1933, E. P. H. James, NBC advertising and sales promotion manager, told the Advertising Club of Montreal July 17 in a speech on "New Facts in Radio." Yet 44% of all network advertisers spent less than $50,000, Mr. James added.

Eight NBC advertisers spent more than $1,000,000 in 1934; 13 spent between $500,000 and $1,000,000; 28 spent $250,000 to $500,000; 45 spent $100,000 to $250,000; 39 spent $50,000 to $100,000, and 104 spent under $50,000.

Coloradoans Organize

COLORADO broadcasters met shortly after the NAB convention to plan a state association under the NAB to join with other state associations in combating ASCAP and protecting their interests. The group indicated a desire to engage a paid secretary, probably an attorney. Present at the organization meeting were Rex Howell, KFXJ, Grand Junction, prime instigator of the movement; Lou Keplinger, KVOR, Colorado Springs; Elmer Beehler, KGER, Sterling; A. E. Nelson, KOA, Denver, and E. S. Sprague, representing NBC, New York; F. W. Meyer, KLZ, Denver; W. D. Pyle, KVOD, Denver, and Gene O'Fallon, KFEL, Denver. Other broadcasters who have indicated they will join are Senator Curtis B. Ritchie, KGHF, Pueblo; Harry Green, KFKA, Greeley; D. E. Bennett, KGIW, Alamosa; Bishop White, WPOF, Denver.

International News Service Broadcast Starts Monday on WGST
MANAGER 3 Report
FIRST LADY ENTERTAINS AIR SCHOOL WINNERS
Winners
VISITOR
Local, Distant Radio Programs for Sunday, Monday

Full support from the Hearst Press. Note full page head and dominating story, Radio Page, *Atlanta American*, June 16th.

AVAILABLE!!

Sponsorship of the International News Service Broadcasts in Atlanta

NOW—important news of the world, including national, state and local, will be flashed on the air almost as soon as it happens. Three quarter-hour broadcasts daily, 9 A. M., 12:30 P. M. and 10 P. M. This new scoop is sponsored by advertisers who may take any number of news broadcasts.

WRITE OR WIRE FOR COMPLETE INFORMATION

1000 Watts DAY
500 Watts NIGHT

WGST ATLANTA

PAUL H. RAYMER
Representative
NEW YORK
CHICAGO
SAN FRANCISCO

JAMES W. CLARK, *Vice Pres. and Gen. Mgr.*

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
4404 Stuart Bldg., Seattle, Washington
619 Charles Bldg., Denver

AGENCIES AND REPRESENTATIVES

FIVE stations have been added to the list represented by Hibbard Ayer, New York. Three associated outlets, WJAS and KQV, Pittsburgh, and WHJB, Greensburg, Pa., are included. The others are WWNC, Asheville, N. C. and WMBG, Richmond, Va.

EARL IRWIN, for ten years a member of the sales staff of Packard Motor Car Co., and recent addition to Free & Sleininger Inc., station representatives, as manager of the Detroit office, is moving the firm's Detroit office to larger space in the New Center Bldg. Assisting him for two months is Russell Woodward, of the New York office. Mr. Irwin replaced F. H. Weissinger in Detroit.

MRS. LUCREZIA KEMPER, former partner of Albertson-Kemper & Co., San Francisco advertising agency, now defunct, has joined Doremus & Co., in that city as account executive, and will service radio as well as other accounts. Edward McDonald, radio account executive for the defunct agency, has joined the sales staff of Graphic Arts Photo Engraving Co., San Francisco.

WDAE, Tampa, Fla., has appointed Free, Johns & Field Inc., as national sales representatives.

MAC HARLAN, formerly advertising manager of Household Finance Corp., Chicago, has joined McCullough Co., Indianapolis agency.

S. A. HALPERN, formerly chief copy writer of Lord & Thomas, New York, has joined L. H. Hartman Co., New York, as a partner and copy chief.

VIRGIL L. RANKIN Co., San Jose, Cal., has been taken over by Ray G. Tofanelli and is being operated under the name Ray G. Tofanelli Co.

GENE BLOODGOOD resigned from the V. G. Freitag Agency, Los Angeles, in July. He had been associated with the firm the last four years writing radio continuity.

C. O. PLATE, until recently a radio executive with Lintas Ltd., Sydney, Australia, advertising agency, arrived in Los Angeles the middle of July and planned to visit Eastern points.

SAVINGTON CRAMPTON, of the New York office of J. Walter Thompson Co., is in Hollywood in connection with the *Lux Radio Theatre* broadcasts on CBS.

DON STAUFFER, of Young and Rubicam Inc., New York, is in Hollywood on a talent scouting expedition.

FRANK WRIGHT & ASSOCIATES, San Francisco and Oakland advertising agency, has been appointed northern California representatives for Kasper-Gordon Studios Inc., Boston, program and transcription producers.

HIXSON - O'DONNELL Inc., San Francisco, has moved from the Crocker Bldg., to larger offices in the Chancery Bldg., 564 Market street. Robert James, recently appointed a vice president, remains in charge and will continue to supervise the Northern California radio accounts.

RALPH H. JONES Co., Cincinnati, has moved its office to Carew Tower, that city.

COTTER ADV. AGENCY, Boston, has moved to 120 Boylston St.

J. P. MULLER & Co., New York agency, has moved to 512 Fifth Ave.

POLICIES of WKRC, Cincinnati, are discussed at daily noon meetings of staff officials held by Timothy S. Goodman, manager.

Buckingham Photo

Agency Head Presents Trophy

WILLIAM E. COYLE, (at left), an announcer of WMAL, Washington, was awarded the trophy donated by Henry J. Kaufman, Advertising, of Washington, in a contest to select the best announcer of commercials in the capital. The award was made July 30 at a luncheon attended by contest judges, station managers and contestants.

Runners-up in the contest were Warren Sweeney, WJSV, second, and Larry Elliott, WJSV, third. The trophy represents a female figure upholding a torch and is two feet in height. Judges were radio editors of Washington newspapers and three advisory judges, who observed Washington announcers for a month.

Coyle, born in Bridgeport, Conn., obtained his first announcing job at the age of 19 at WTIC, Hartford, going to WMAL in 1933.

DISC SERIES AIDS "BABY BOND" SALES

AN EXTENSIVE transcription series in which most of the nation's broadcasters have contributed time to the U. S. Treasury Department for the sale of "baby bonds" was concluded July 31, and Treasury officials are understood to be considering a second disc series of a similar nature as a result of requests for additional programs.

Transcriptions have been made by Decca Records Inc. and Brunswick Production Corp., New York, with women Congressmen and Treasury officials going to New York to make the 15-minute recordings. Recorded music of the Navy and Marine bands has been dubbed in the series.

Sales of the bonds have risen steadily since the series started, reaching $1,300,000 a day in maturity value in July.

Speakers representing different regions have been used, with the distribution based on the geographic affiliation of the speakers. The series was inaugurated May 31 with Mrs. Roosevelt speaking over a combined NBC-CBS hookup. Since then the records have been fed to stations through local postmasters at the rate of almost one a week. No rejections have been received from stations, it is understood.

• • Exclusive • •
JOHN BLAIR & CO.
Station Representatives
NEW YORK CHICAGO DETROIT SAN FRANCISCO

Benton & Bowles Clarifies Radio Department Setup

TO SET at rest unfounded rumors regarding a realignment of its radio department, Benton & Bowles, New York agency, advised BROADCASTING July 26 that it is operating under the usual departmentalized plan of handling a large volume of radio advertising. The agency stated that its staff functions under this plan: Chester Bowles, in charge of all radio activities; James A. Rogers Jr., in charge of talent and contracts; Tiny Ruffner, in charge of radio production and handles most announcing for the agency's clients; Tom Revere, in charge of radio scripts for last six months and also has other general activities under his supervision. All radio time, it was added, is bought through the media department which operates in conjunction with the radio department.

B-S-H Divides Dep't

THE RADIO department of Blackett-Sample-Hummert Inc., Chicago, ranking agency in 1934 radio billings, has been divided into two sections: A program division, headed by Robert S. Hotz, which will handle all details of program continuity, music and talent; and a station contact division under the direction of Robert Barrett, which will make all arrangements regarding the placement of programs with the stations and networks.

NO OIL FOR THE LAMPS OF CHINA—

or for any other lamps, can be sold via WAVE. We hardly touch the far reaches and back stretches where kerosene is still king. We do cover a primary population of about a million souls, *419000 of whom live virtually within sight of our tower in downtown Louisville.* These people spend more money per capita than any other group in Kentucky. And they're listening to WAVE, the nearest, clearest N. B. C. station on the dial.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

"WHN—a radio station that is really going places."
Mark Hellinger—N. Y. Mirror

Buy WHN *for* BB*

*BETTER BUSINESS—*of course!*

The reports are in. September business and Fall business, too, is on the up . . . and up . . . and up! Take double advantage of this fact.

First advantage: These WHN proved-programs already enjoy substantial audiences.

Second advantage: No costly experimenting is necessary. Each program is complete—ready to go on the air—this week . . . today . . . NOW! Ask us for details.

M-G-M PICTURES
LOEW'S THEATRES

WHN

Loew's State Theatre Building
Broadway & 45th Street

NEW YORK
1010 Kc. — 1000 Watts

Sophie Tucker's Music Hall. The beloved Sophie in person as mistress of ceremonies, presenting headliners of stage and radio. A grand show by a grand personality.
Friday 7:30-8:00 P. M.

Ed Lowry's Broadway Melody Hour. Fast-moving variety show by a master showman, presenting the current vaudeville and radio hits of the week. Outstanding radio entertainment.
Monday 8:00-9:00 P. M.

Undercurrent of the News. New York's own news broadcast by Bryce Oliver, feature writer and "inside news" man *par excellence. Everybody* likes it!
15 minutes nightly—except Sunday.

Itty-Bitty Kiddy Hour. Slam-bang, uproarious comedy featuring Ward Wilson and Perry Charles in a dizzy burlesque of radio programs. New York is "nuts" about it!
Sunday 7:30-8:00 P. M.

Professor Herman and Swiftie. Presenting Herman Timberg, nationally renowned vaudeville comedian, in a side-splitting comedy series in which his young lady stooge, "Swifty", creates an entirely new type of radio personality.
Monday, 10:00-10:15 P.M.

WHN Barn Dance. A pot-pourri of rural and western songs, music, gags and chatter which is pleasing New York plenty!
Thursday 9:15-10:15 P. M.
Saturday 9:15-10:15 P. M.

WOKO

BASIC COLUMBIA OUTLET

COVERS

Albany
Troy
Schenectady

Approximately ½ Million Coverage

RADIO ADVERTISERS

TEXACO activities in connection with its radio auditions late in July brought several of its radio staff to Los Angeles, including George Vos, in charge of radio for the Texas Co.; James Tierney, his assistant; Al O'Connor, of the New York office of Hanff-Metzger Co.; Louis A. Whitten, announcer and producer of the Eddie Duchin show, and Harry Kelliher, publicity and advertising man for the coast auditions.

JOSEPH W. KANE, vice president of Iodent Chemical Co., Detroit, (toothpaste), big radio user, was in Los Angeles in July on a business trip.

LEM-LUR BOTTLING Co., San Francisco, recently appointed Emil Brisacher & Staff, San Francisco, to direct a campaign for its lithiated beverages, and plans to use radio along with other media.

L. BAMBERGER & Co., Newark (department store) has placed its account with Gans Adv. Agency, Newark.

CUBBISON CRACKER Co. Inc., Los Angeles, is advertising through Izzard Co., Los Angeles.

G. P. HALFERTY & Co., Seattle (Smart Set salmon steak) is placing its advertising through Izzard Co., Seattle.

PIONEER CANNERIES, Seattle (Pioneer clams) has selected Izzard Co., Seattle, to place its advertising.

JOSEPH TRINER Corp., Chicago (wine) is advertising through Benson & Dall Inc., Chicago.

BRISTOL-MYERS Co., New York, has named Benton & Bowles Inc., New York, to handle its Minit-Rub account.

Lady Esther Copy

AN UNUSUAL method of checking broadcast advertising copy is used by Bess Johnson, radio executive of Stack-Goble Adv. Agency in Chicago, in charge of the Lady Esther account. To make the most of any current news which might be effectively used in the sales talks, copy is written on the morning of the broadcast. Then, by special hook-up between the Stack-Goble office and the Lady Esther Co., Miss Johnson reads the copy so that Al Cohen, president, hears it over a loudspeaker just as it will sound on the air.

HYDROX ICE CREAM Co., St. Louis, has named Jimm Daugherty Inc., as its agency. This is in addition to the advertising of St. Louis Dairy Co., another National Dairy Products unit. Present plans call for a radio schedule in St. Louis and Southern Illinois.

CALWHEY Co., San Francisco (health food), advertises through Ray M. Wright Adv. Agency, San Francisco, and will use radio in its fall campaign, following a series of test programs in northern and southern California.

BLOCK DRUG Co., Brooklyn (proprietary, cosmetics) has placed its Barretts Roachsault account with Moss Associates, N. Y.

O'BRIEN VARNISH Co., South Bend, Ind., is advertising through Carter-Jones-Taylor Co., South Bend.

AMERICAN WASHING MACHINE MFRS. ASS'N., Chicago, plans to start a series of five-minute programs on 28 stations, its first radio campaign, with Meldrum & Fewsmith Inc., Cleveland, the agency.

R. A. JOHNSON CO., Milwaukee, late in July took the *House in the Sun* series of 26 half hour transcriptions from Radio Programs Syndicate, Hollywood, to sponsor its biscuit and cracker line on WTMJ. The deal was handled direct.

ODOR-NOX ANTISEPTIC Co., San Francisco (Onox-foot medicine), has placed its national advertising with Beaumont & Hohman, San Francisco, and is planning a campaign which will include spot announcements on northern California stations.

FREDERICKSBURG BREWING Co., San Jose, Cal. (beer), has placed its Pacific Coast advertising with the Shirley Walker Adv. Agency, San Francisco, and is considering radio along with other media for fall.

JELL-WELL DESSERT Co., Los Angeles, is advertising through Lord & Thomas, Los Angeles.

JULEP Co., Chicago (Julep Ade beverage), placing its advertising direct, now is using radio.

Lang-Worth Signs Colby; To Offer Program Library

LANG-WORTH Feature Programs Inc., newly organized division of Langlois & Wentworth, advertisers' radio service, 745 Fifth Ave., New York, has announced the signing of Bainbridge Colby, Secretary of State under Woodrow Wilson, for a three-weekly series of 15-minute talks on transcriptions to be offered for use by stations either as a sponsored or sustaining feature. The noted publicist will discuss world affairs in a non-partisan vein.

The talks are being recorded by RCA Victor Co., and are the first units in an extensive program library which the concern will shortly offer to stations. The library will include musical and novelty programs.

"Velvalac" Discs on Market

ALLIED PHONOGRAPH & RECORD MFG Co., Hollywood pressing and processing transcription firm, in July placed on the market its "Velvalac" discs for wax transcriptions. The new substance is said to be non-warping, non-breakable, minimum in surface noises and lighter in weight. Clients for "Velvalac" include the Freeman Lang sound studios which will use it for all its productions.

DOES WPRO PRODUCE LISTENERS? RESULTS?

"Let's look at the record-again!"

(Case 15) — Recently WPRO made sixteen 50-word announcements for a Western plant nursery, and received a total of 406 letters, each containing a dollar bill, for the purchase of shrubbery. The contract was promptly renewed!

(Case 18) — One announcement, during the "Buddy and the Gang" program, caused a stampede at the dock of the excursion steamer Mount Hope on a Monday morning, usually the poorest day of the week, for passage on that boat to Block Island.

WPRO provides complete coverage of New England's Second Largest Market . . . 1,225,578 consumers who spend $284,082,000 yearly in retail outlets. Since 90.1% of Rhode Island homes are radio equipped, you get the most for your radio dollar when you use WPRO.

Write for our new booklet.

IN PROVIDENCE USE WPRO 630 Kc.

FIRST IN COVERAGE . . FIRST IN SHOWMANSHIP

CHERRY & WEBB BROADCASTING CO., PROVIDENCE, R. I.

30 MINUTES ON KFRO

Pulled 1200 Replies For LeSage Chevrolet Longview, Texas

Let us Produce for You

KFRO

"Voice of Longview"

Longview, Texas

STUDIO NOTES

KNX, Los Angeles, on July 25 signed a contract with UP for its radio news service, and also with the City News Service, Los Angeles. The station will continue to take TransRadio and also the Dow, Jones financial news service. Effective on Aug. 1 KNX increased its daily news periods from four to seven. The new spots include an early morning, mid-afternoon and a midnight time. The other news periods, of several years standing, are 9 a. m., 12 noon, 6 and 9 p. m.

WHILE the plant and millions of feet of lumber of the Grayson Lumber Co. were being destroyed by fire in Birmingham recently, John and Dud Connolly put on a real "brother team" act in bringing a description to WBRC listeners. With no broadcasting circuits available, emergency loops were established, and listeners could hear the noise of the fire. The Connolly brothers established broadcast points in various places and were successful in obtaining authentic comments from city officials and others. The radio public has credited Jeff Bayne, WBRC, technician, with giving a fine summary of the disaster.

WORK has been completed on the fourth WGN studio in Tribune Tower. This is the second of the ultra-modern studios to be built within three months, in addition to the six studios on the new WGN building which is nearing completion just north of Tribune Tower. The new WGN building probably will be placed in service some time in September.

OPENING of New Haven studios of WIXBS, Waterbury, Conn., one of the high-fidelity stations on 1530 kc., was marked by the distribution of 50,000 copies of a tabloid *WIXBS News* published by the *Waterbury Republican & American*, operator of the station. The studios are located on the seventh floor of the Liberty Bldg.

FOLLOWING the lead of CBS, WKRC, Cincinnati, CBS-owned station, has issued new rules prohibiting advertising for products "which describes graphically or repellently any internal body functions," excluding all laxative accounts, and fixing strict rules covering children's dramatic programs. New rules covering acceptability of announcements are also promulgated.

NEW studios of KNX, Hollywood, will include a $35,000 pipe organ. The console will be of a movable type and will be dedicated when the station moves to its new quarters in August.

WWVA, Wheeling, W. Va., was forced off the air 10 minutes July 19 when lightning hit the cable connecting the studio and transmitter. Glenn Boundy, chief engineer, stepped up level to maximum and for three hours a single copper wire linked studio and transmitter, nine miles apart. The break occurred a few feet from the transcontinental cable carrying NBC and CBS programs.

WSM, Nashville, has opened its second new studio in eight months. It is second in size of the four WSM studios, being 24 x 30 feet. A new audition room has just been completed.

STUDIOS of KHJ, Los Angeles, were used recently by Columbia Pictures as the locale for a newspaper plant in the motion picture *Broadway Lady*.

KRLD, Dallas, opened new studios in the Adolphus Hotel there on July 13, and it was the occasion of a salute program over the Southwest Network.

WHBY, Green Bay, Wis., has installed a new Hammond pipe organ purchased from Bradford Co., Milwaukee.

WSGN, Birmingham, has installed new speech input equipment in its new studios and the engineering staff now is equipping the plant with new control equipment.

ENGINEER'S PERFORM
WRC and WMAL Operators Stage Eight-point Program

TWENTY-FOUR engineers of WRC and WMAL, Washington, staging a half-hour program of their own connivance, presented a radio receiver set by which listeners could learn the efficiency of their sets with the aid of simultaneous tone transmission and simple instructions.

The "request" program, which included a number of unique skits, concluded with a plea that listeners write or phone the "boss" and urge that this be the last offense.

Among stunts, all of which were directed by Phil Merriman, operation supervisor and master of ceremonies, was a roll call of engineers singing ensemble *Hail, Hail the Gang's All Here* from eight remote control points. Don Couper conducted a popularity contest for announcers, awarding a saucer to go with the cup to be donated a Washington announcer by Henry J. Kaufman, Advertising, Washington.

Barton Stahl, alone on WRC's antenna in the darkness, gave his impression of the stars. The Engineer Players presented a play depicting development of radio. Bill Chow and Waddy Wadsworth, from separate studios, sang in approximate unison *The Isle of Capri*. Shannon Allen introduced the engineers to the audience. Ted Belote explained how it was possible to sing together from remote control points miles apart.

IN AN ARTICLE describing broadcasts of a fire in the Maison Blanche building, New Orleans, it was incorrectly stated that WDSU was located in this building and that its service was interrupted. It was WSMB that was located in a wing of the burning structure.

WFLA, Tampa, on Aug. 1 will move into its new studios occupying the entire sixth floor of the Tarr Bldg., abandoning its old Hotel Hillsboro headquarters. It has installed new Western Electric equipment throughout, and a Frigidaire air-conditioner.

WCAU golfers defeated the KYW team in a match July 23 at Bala Country Club, Philadelphia, winning five matches to three in their first annual tournament. Claude Haring, WCAU announcer, defeated Larry Burns, of KYW, 1 up on the 19th green after Burns had won the last two holes to even the match on the 18th green where he had a 20-foot putt.

W9XBY, Kansas City, plans to enlarge its present quarters with additional private offices and more studio space.

KNX, Los Angeles, on July 25 signed a contract with UP for its radio news service, and also with the City News Service, Los Angeles. The station will continue to take TransRadio and also the Dow, Jones financial news service. Effective on Aug. 1 KNX increased its daily news periods from four to seven.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave Wilkinsburg, Pa.

TERRIBLE TESTIMONIALS... No. 3

"On the screen I sing about love— but on KFWB I sing for love. Is that business? I ask you."

Dick Powell

That's OK, Dick. You may not get any cash, but think of the credit coming to you for enlarging the audience of KFWB. You have helped us earn our reputation as the most popular independent station in Southern California because of the entertainment you and other Warner Bros.' stars send to the homes regularly dialed to this station.

KFWB

A GOOD SPOT FOR YOUR ADVERTISING

LOS ANGELES

Owned and Operated by Warner Bros. Motion Picture Studios
Free & Sleininger, Exclusive Representatives

CONGRESS
is in session

This interesting assembly has attracted thousands of people to Washington . . . Society, too, has taken on vivid color as guest lists read like a World's "Who's Who". You will enjoy Washington.

Stop at this distinctive hotel. Quiet exclusiveness, downtown location, facing Lafayette Park.

The
HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

PROGRAM NOTES

TO PUBLICIZE the Woodlawn district of Chicago, to establish a closer relation between the merchants and property owners of Woodlawn, to promote civic interests of the section, and to sell merchandise for the individual stores are some of the purposes of the Woodlawn Breakfast Express, broadcast from 7:30 to 9 each weekday morning over WAAF, Chicago. The program is sponsored by the Woodlawn Business Men's Association, with the cooperation of the East 63rd Street Council, and is under the direction of Richard T. Buckley, executive secretary of the Council. Each broadcast is made up of phonograph records, with frequent weather, time and temperature reports, and is divided into six quarter-hour periods, each of which is used to advertise an individual merchant.

"IF HUEY LONG, U. S. Senator from Louisiana were a candidate for President in 1936, would you or would you not vote for him? Why?" That was one of the questions asked listeners to *Views on News*, a daily news comment featuring Harry W. Flannery, over KMOX, St. Louis, for the American Packing Co., St. Louis. The response to the query was the greatest in a series of surveys, which included "The Immediate Payment of the Soldier Bonus", "An Increased Sales Tax", and other matters of public interest. Long lost by only one vote.

WCAE, Pittsburgh, has started a "hit of the week" song rating system, with listeners making the decision. Requests are tallied once a week and selected songs are broadcasts on the mid-day *Merry-Go-Round*.

Song Without Bars

ARRESTED for speeding and reckless driving, the *Jack Frost Troubadors* of WCAE, Pittsburgh, sang themselves out of jail. They had been in a hurry to make a midnight rehearsal July 18 after a hotel engagement. The magistrate was sympathetic and promised to discharge them if they did a number to his satisfaction. "Love in Bloom" melted his heart. The *Troubadors* are Russ Smith, Billy Catizone and Tony Lombardo.

SHADES of Marconi more than 30 years ago, when he first demonstrated the use of wireless in this country by handling the reports of the America's Cup race direct from a yacht, are seen in coverage of the Northwest's famous capitol-to-capitol yacht races by Maurice Webster and Mac McAllister of the staff of KVI, Tacoma, with Chief Engineer James Wallace at the controls. Short wave pickups from a cruiser following the races are included.

HARRY F. O'MEALIA, former president of the Jersey City board of education and president of WHOM, Jersey City, finds the station's series of daily broadcasts in foreign languages covering city, state and national government proving effective. Included are lectures on history, immigration and naturalization to aid foreigners in assimilating American ideals and principles. WHOM also has been broadcasting *School of the Air* programs in conjunction with the Jersey City board of education for five years.

INDEPENDENT Department Stores, New York, on July 28 started sponsorship of a new child amateur program on WMCA, New York, with Floyd Miller as master of ceremonies. Cash prizes are awarded.

WPRO, Providence, is starting a program directed to New England vacationers, giving information on transportation and Rhode Island resorts.

KFAB, Lincoln, Neb., has started *The Liar's Club*, which is just what its name suggests. Musical numbers are announced incorrectly, Announcer Sam Minkin tells some tall ones, and guest artists present colossal prevarications.

A THOUSAND letters from listeners were pasted in a scrapbook and presented to Richard W. Gray, U. S. Meteorologist at Miami, who has been promoted to the Puerto Rican post, as a tribute to his broadcasts by remote control over WQAM, Miami. The scrapbook was presented at Mr. Gray's final program.

A NEW program on WMCA, New York, titled *Back Stage in a Radio Station*, presents engineers as announcers and other entertainment of the type. Alfred Hall, program director, arranged an announcer's reading race for the first program July 20. More than 30 took part in the broadcast, which was keyed to the Inter-City Group.

WCKY, Cincinnati, has a children's program with no screams, shots or horrors. Titled *Shilito's Zoo Club*, it presents a daily visit to the zoo by Lee Goldsmith, WCKY announcer, and his little daughter Gloria. Children are asked to joint the Zoo Club, which will provide outings and prizes.

WINS, New York, greets its listeners with a daily morning feature titled *Good Morning Neighbors*, built to attract the feminine audience. The program includes informative features of interest to women as well as music, readings and a burlesque of beauty and housekeeping advice.

WWVA, Wheeling, W. Va., is getting a good response from its *Kiddie Theatre*, sponsored by the Geo. E. Stifel Co. department store. The entire fourth floor of the store has been turned into a miniature theatre where youngsters perform over the air before a studio audience.

KGVO, Missoula, Mont., presented a rehearsal of the *Columbians*, studio players, without their knowledge and the listening audience liked it so well that the idea will be repeated. Verne Sawyer, program director, had the hunch while the players were rehearsing for a broadcast.

A CLEARING house for those wishing to "swap" is provided by KTAT, Fort Worth, at noon each day, with offers being made by letter and wire. It is titled the *Trading Post*, with offers being made by letter and wire. Lew Lacey, SBS program manager, originated the program while manager of KTSA, San Antonio.

THE INSIDE workings of a lighthouse were broadcast recently by WBEN, Buffalo, taking the form of an interview from the Buffalo main lighthouse at the north harbor entrance. Operation of radio beacons was described in detail.

Maxwell Heads WCLS

MEDFORD MAXWELL, manager of WOWO, Fort Wayne, Ind., and Wallace Nehrling, production manager of that station, on Aug. 1 will assume active management of WCLS, Joliet, Ill. Maxwell will act as general manager and Nehrling as station manager of WCLS under the new arrangement. WCLS is owned by Richard W. Hoffman, also owner of three stations in Cicero, Ill.

Beginning September 29th

WXYZ

KEY STATION MICHIGAN RADIO NETWORK

Detroit's Outlet For

NBC

BLUE NETWORK PROGRAMS

This affiliation strengthens WXYZ's well established importance to advertisers seeking *Sales Action* in Greater Detroit's rich, responsive, cosmopolitan market.

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
DETROIT, MICHIGAN
WM. G. RAMBEAU CO., *Representatives*
HOME OFFICES: TRIBUNE TOWER, CHICAGO, ILLINOIS

EASTERN OFFICE:
507 Chanin Building,
122 E. 42nd St.,
Earle Bachman, Manager

WESTERN OFFICE:
Russ Building,
San Francisco, Cal.
Douglas A. Newell, Manager.

WBNX

54% FOREIGN LANGUAGE ZONE
46% AMERICAN BORN OF AMERICAN PARENTAGE

MARKS THE SPOT

Because WBNX appeals to every nationality, you can reach this rich trading area *intimately, intelligently and inexpensively!*

WBNX—New York
Write for New Booklet—"Concentrated Market Coverage"

AT&T System Not To Enter Television

DEFINITE assurances that the A. T. & T. Co. has no intention of entering the television field on its own, either to broadcast images via radio or send them into the homes via telephone wires, were given the FCC July 15 at a hearing on the proposed new coaxial cable which A. T. & T. wants to install experimentally between New York and Philadelphia. Authority to install the cable was granted July 23.

The cable was described by the principal witness, Dr. Frank B. Jewett, A. T. & T. vice president and president of the Bell Laboratories, which developed it. Employing new methods, it is capable of transmitting 240 two-way telephone conversations over a single circuit where only four can be handled over the single open-wire circuits now in use. When not used for telephony it can readily be adapted to television, carrying a wide enough range of frequencies (1,000 kilocycles) to permit the transmission of high-definition images between transmitting stations when the time comes to link them into visual broadcasting networks.

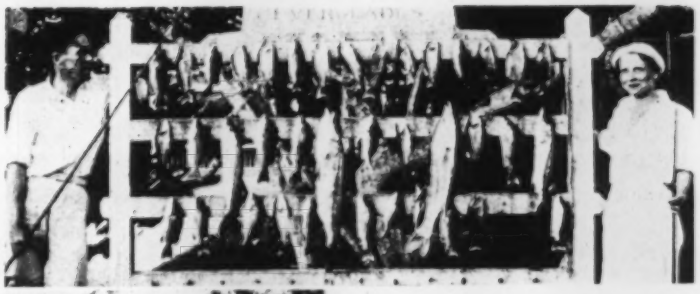
"We are not interested in television per se," Dr. Jewett asserted. "Our primary interest in this broad band is telephonic communication. Television is a thing way in the future." He admitted, however, that his company has already had preliminary conversations with RCA looking toward RCA's possible use of the coaxial cable in linking NBC's television studios in Radio City with the new television stations RCA will have built near Philadelphia by next spring.

James W. Baldwin, NAB managing director, and J. C. McNary, NAB technical director, represented organized broadcasters at the hearing. Questioning Dr. Jewett, Mr. Baldwin brought out the information that the coaxial cable will not be restricted to any single television broadcaster but will be made available to all "reputable firms" if and when television is brought out as an adjunct to sound broadcasting.

Stephens Named to Post On Radio Appeals Bench

SETTING at rest all talk about Judge E. O. Sykes' possible retirement from the FCC to go on the federal bench, President Roosevelt on July 23 appointed Harold M. Stephens, of Salt Lake City, to the vacancy on the Court of Appeals of the District of Columbia created by the recent death of Justice William Hitz. This is the court to which appeals from the FCC are taken, and it was the court which rendered many important decisions on appeals from the old Radio Commission, including the Brinkley, Baker and Shuler decisions.

Mr. Stephens, a 1913 graduate of Harvard law school, has been first assistant to Attorney General Cummings in charge of the anti-trust division. From 1917 to 1921 he was judge of the first judicial district of Utah. In 1921 he was an acting associate director of the American College of Surgeons.



WSB ANGLERS—Mark Toalson, chief audio engineer of the Atlanta station, and Mrs. Tolson, with a string of fish caught at Everglades City, Fla. They are mostly snappers and what the natives call "snook". Below is A. W. Shropshire, chief transmitter engineer, with a tiny 26½ pound tarpon caught at Venice, Fla. Had he put up a dollar for the jackpot, he would have won the annual prize for the year's smallest tarpon.

EQUIPMENT

IN an illustrated pamphlet titled *Studio Speech Input Equipment to Meet Modern Broadcasting Needs*, Western Electric Co., New York, presents an entirely new line of studio speech input equipment developed by Bell Telephone Laboratories. Three assemblies are principally described—a complete studio amplifier channel, an operator's control panel, and a receiving and dispatching terminal.

A NEW line of transformers, based on original designs, has been developed by General Radio Co., Cambridge, Mass. They are characterized by extremely wide frequency range.

C. E. FORREST, managing director of International Radio Co. Ltd., Sydney, Australia, factory representatives for various American radio equipment manufacturers, has arrived in the United States on his yearly visit, and may be reached through the International Forwarding Co., 431 S. Dearborn St., Chicago.

TWO high-fidelity crystal microphone amplifiers have been ordered from Collins Radio Co., Cedar Rapids, for WFAS, White Plains, N. Y., by Harry C. Laubenstein, chief engineer. The units will be installed in the Sky Salon studios atop the Roger Smith hotel.

WJBK, Detroit, has installed complete new RCA speech input equipment. Arrangements are being made to build a three-eighths wave vertical antenna.

WDBJ, Roanoke, Va., has installed a General Radio modulation monitor unit with distortion and noise meters.

WPRO, Providence, has purchased a new RCA field intensity measuring set and is conducting experiments with a new crystal microphone to be used with the recently installed Western Electric control amplifier.

CATALOGS descriptive of its new 70-A transcription turntable and its 46-A four-position mixer panel have been issued by RCA Victor Co.

CFCY, Charlottetown, P. E. I., is installing new equipment purchased from American Transformer Co., General Radio, Ward-Leonard, Canadian Marconi Co., and RCA, planning operation about Sept. 1 from a new site at West Royalty.

Federal Housing Series

RADIO will be used in Southern California to publicize the work of the Federal Housing Administration. The statement was made in July by Col. William H. Evans, supervisor of the district for FHA. XBS broadcast a transcontinental program from the "model town" exhibit of miniature houses at the San Diego Exposition during July. In Los Angeles Mel Williamson has written a series of dramatic sketches dealing with various phases of home-building to be sponsored by local construction firms.

WMBG
CBS
Outlet in
RICHMOND
•
Potential
Audience
844,013 People
•
Annual Retail
Sales in
This Area
$215,490,000
•
For quick distribution
AT LOW COST USE
RICHMOND'S
WMBG
•
Representatives
NEW YORK
Hibbard Ayer
CHICAGO
Furgason & Aston

COVER THIS SPOT
IN TEXAS
600,000
POPULATION

LETTERS FROM LISTENERS ESTABLISH THIS KFJZ PRIMARY MARKET

NBC Station KFJZ now offers listeners and advertisers NBC's New Thesaurus of Recordings.

KFJZ keeps up with the times. Transradio News Service several times daily. NEWS

Represented on Pacific Coast by Walter Biddick Company

LOWEST RATES
KFJZ FORT WORTH

DON'T FORGET
The
Hare
And The
Tortoise

Get your "head start" with some economical institutional advertising this summer.

Ask Us

WMEX

1500 kc — 250 w L.S. — 100 w N.
HOTEL MANGER — BOSTON
In America's Fourth Market
Tel. CAPitol 7560—Teletype Bos. 157

No Legal Power to Scrutinize Programs Is Vested in FCC, Says David Lawrence

CHARGING that "the way has been opened to complete consorship of the radio by the New Deal," David Lawrence, noted Washington political writer and critic of the New Deal, and editor of the *United States News*, in a leading editorial in the July 15 edition of that weekly newspaper of governmental affairs, flatly refutes the FCC's right to scrutinize what is "published" over the air and asserts that the federal regulatory body's power is specifically limited to control of only the mechanical facilities of broadcasting.

Mr. Lawrence takes as his cue Chairman Prall's recent address to the NAB convention at Colorado Springs, in which Mr. Prall asserted: "The radio broadcaster of today is the 'editor of the air'. Like the editor of the press he has a distinct responsibility to his auditors. The responsibility of the 'editor of the air' even transcends that of his more experienced brother, because he must comply with the mandate of serving 'public interest, convenience and necessity' in everything he 'publishes' by means of his transmitter. His broadcasting franchise is contingent upon that."

A "Misconception"

MR. LAWRENCE challenges this statement with the assertion: "No greater misconception of the terms of the present radio law nor of the powers of Congress could have been expressed than in the foregoing utterance." He then interprets Chief Justice Hughes' decision in the Nelson Brothers Bond & Mortgage (WILBO) case to show that the court in its unanimous opinion felt that supervision by the old Radio Commission was only over allocations. Its power over facilities is clear, Mr. Lawrence stated, but there is "by no means any authority over what was spoken or broadcast during the use of those facilities."

The FCC cannot wield its licensing power as a weapon over the program material of radio stations any more than the Post Office Department can dictate the editorial policies of American newspapers just because second-class mailing privileges have been extended to them, according to Mr. Lawrence.

"The provisions of the Constitution which prohibit Congress from making any law abridging the freedom of the press and the freedom of speech apply to radio broadcasting as well as to speeches made before a visible audience," he asserted. Chairman Prall's present cleanup campaign of broadcast advertising is the target of Mr. Lawrence's conclusions respecting the consideration that is given, in allocating licenses, to "what is spoken over the air". He states:

"There is ample law, supported by court decisions, to cover the cases of those who abuse this freedom whether in the press or on the air. Thus the laws of libel, the laws against fraud or misrepresentation in the sale of products in interstate commerce, the powers of the Federal Trade Commission with reference to false advertising and the new provisions in the Copeland food and drug bill, which has already passed the Senate, are equally applicable to radio.

Presidential Campaign

"BUT while the violation of these statutes may be ground for revoking a license after due trial before the proper tribunal, there is no justification for vesting in the FCC the power to try any cases except those which relate to the mechanical distribution of radio facilities.

"Let us hope that the FCC will stay strictly within its sphere as a regulatory body and that it will correct the erroneous impression it has given broadcasters with respect to the licensing privilege. It should proclaim an unequivocal definition that conforms to the provisions of the communications law itself which forbids censorship of programs.

"Otherwise, as we approach a presidential and congressional campaign more important than any since the Civil War, the American people will be distrustful of broadcasting and will assume that the New Deal is unwilling to permit broadcasting stations to proceed without intimidating speeches from a licensing authority which feels it can exercise summarily the power of life or death over a broadcasting station.

"The best assurance against such abuse would be the immediate issuance of three-year licenses, as permitted by the law, so that the club of short-term licenses would be removed altogether. Freedom of the air is as important as freedom of the press."

Senator Walsh Proposes Law for Censorship of Programs From Abroad

TO PREVENT foreign countries from spreading propaganda over radio stations in the United States, Senator Walsh (D) of Massachusetts, on July 15 introduced a bill (S. 3261) which would amend the Communications Act to require that such programs be sanctioned by the Secretary of State before going on the air. Penalty would be loss of a station's license.

Senator Walsh's bill, a companion to a House bill (H.R. 8852), was prompted, he said, by fear of propaganda in connection with the Italo-Ethiopian controversy. He pointed out, however, that it was designed as a general measure to prevent dissemination of programs "in the interest of any foreign government", unless approved by the Secretary of State. Propaganda on war debts, he suggested, could thus be kept off American stations. He insisted that the recent protest against a network program sponsored by Mexico was not responsible for the legislation. Chance of enactment at this session of Congress is considered slight.

Senator Walsh agreed that it would be necessary for foreign government officials to obtain approval of the Secretary of State in order to broadcast educational programs over American stations via short wave transoceanic relays, provided the bill becomes law.

Bar Opposes Broadcasts

BROADCASTS of criminal trials from courtrooms were frowned upon as a rule of legal ethics in a resolution unanimously adopted July 16 in Los Angeles by the judicial section of the American Bar Association meeting in annual convention. The resolution was largely an aftermath of the broadcast of proceedings of the Bruno Hauptman trial.

NEATLY printed copies of the newly promulgated NAB code of ethics have been sent to all members for framing in lieu of the old code which it supersedes.

Summer's Here
and Fall is Close Behind

BEFORE many days have passed desirable radio time will be at a premium because of the coming avalanche of fall and winter schedules.

Wise advertisers are placing their business now . . . braving the summer heat to assure their programs choice positions during the profitable season.

WHAS

Owned and operated by
The Courier-Journal and The Louisville Times

50,000 WATTS
NATIONALLY CLEARED CHANNEL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

18 HOURS!
The only station in northeastern Oklahoma maintaining this schedule

KTUL

1000 WATTS DAY
500 WATTS NIGHT

TULSA

CBS Network
W. C. Gillespie, V. P.

The Other Fellow's Viewpoint . . .

Agency News Pioneer

To the Editor of BROADCASTING:

WHILE it may be relatively unimportant there is one phrase in the attached clipping from BROADCASTING of July 15 that is not quite correct, and sort of steps on my toes. When the statement is made that WFIL "pioneered" in their style of presenting the news, they disregard entirely the Briggs program with Thornton Fisher, which I've been directing on NBC's red network the past several months. In December of 1934 I injected the "headline and news flash" idea in this Briggs program, and it is being used consistently to this date. If I remember correctly, WFIL had not even begun operation as a consolidation of WFI and WLIT at that time.

Oddly, enough, in September, 1933, while night supervisor at WCAU, Philadelphia, I suggested this idea to WCAU officials in writing and kept a copy for my personal files. They never acted on it, nor did anyone else to my knowledge, until as before stated, during the Briggs show last September.

I've always felt that it was a grand way to present the news, and wish more stations would follow this pattern. I wish WFIL much success with their service, but just wanted to point out that the Briggs 'headline and news flash' idea, with two distinct and different voices, anticipated their presentation by some months.

BLAYNE R. BUTCHER,
Radio Department,
Lennen & Mitchell Inc., New York.
July 20, 1935.

Convention Afterthoughts

To the Editor of BROADCASTING:

IN TALKING with Lester Cox, of KGBX, after the NAB convention, the following thoughts concerning future gatherings of the broadcasting fraternity were born:

(a) Hold next year's convention in the city of Washington. The activity of 500 broadcasters would make some mark in that busy city. This location would permit the president to perhaps make a personal address or to meet the broadcasters closer. Each state group of broadcasters could entertain the senators and representatives from their state, discuss the legislative problems from a local standpoint, and draw the congressional bodies closer to the broadcasting industry.

(b) Hold alternate year conventions in St. Louis or Chicago or Kansas City, central locations. Eliminate any future resort locations in order that some definite business can be accomplished without having to round up the delegates from golf courses, mountain peaks, and pools.

(c) Invite advertising managers of the AT&T, Bell Telephone, Philco, RCA, GE, and the big radio manufacturers to attend a special sales meeting and explain why they don't spend their advertising dollar with radio when radio spends millions with them or, in the case of radio set manufacturers, for them. Newspapers get this money for the most part.

(d) Invite the radio buyers of the big agencies to tell broadcasters why more business isn't placed on the air in spot broadcasting. Go into the frank and brutal details of some stations' shortcoming in the matter of handling business.

As Ike Levy stated so picturesquely in Colorado Springs, "Let's let down our hair and talk things over."

To effect some of the above suggestions a poll of NAB members should be taken before the next convention.

Mr. Cox and myself would welcome any further thoughts from other broadcasters on the above or allied subjects.

STEVE CISLER,
General Manager, WJTL
July 17, 1935. Atlanta, Ga.

Also Suggests Washington

To the Editor of BROADCASTING:

I WOULD like to make a suggestion to you, which I believe would be to the interest of all broadcasters generally.

In my opinion, the two major problems confronting the broadcaster are holding and improving their facilities, and obtaining a sufficient amount of business to make a profitable operation. A convention, in my opinion, should deal with one of these two objectives.

Why isn't it possible for the broadcasters to hold a meeting every other year in Washington, D. C.? In the first place, we deal with the Government directly for the grants under which we operate and by holding the convention in Washington every other year as stated all of their broadcasters and the Congressmen and Senators from that state be present at the meeting. In other words, the states could hold a meeting on the same evening and in that way come in personal contact with every Congressman and Senator in these United States through these meetings held in Washington every other year. * * *

At that same time it seems to me the broadcasters should hold a special meeting and ask the Chief Executive and the FCC to be present. Our small organization could, if properly organized, every other year be a very potent factor in helping shape our own destinies insofar as broadcasting is concerned.

It occurs to me on the years we do not meet in Washington we could alternate between Chicago and New York as practically all of our advertising comes out of the New York or Chicago offices of the various advertising agencies. At these meetings we should call in the various advertising agencies and have them express themselves.

LESTER E. COX,
Executive Manager,
KWTO-KGBX, Springfield, Mo.
July 23, 1935

Elsie Janis Injured

ELSIE JANIS, first woman to become an NBC staff manager, will be confined to the Grasslands Hospital, Valhalla, N. Y., until about Aug. 15 as a result of injuries suffered in a motor accident July 24. Both Miss Janis and her husband, Gilbert Wilson, were hurt when their car crashed into a truck at Eastview, N. Y., while they were on vacation. Miss Janis suffered a broken collarbone and cuts.

YOU HAVE A SWELL SET-UP!

Your commercial department is complete and doing a swell job.

Your program staff is producing crack shows.

Your audience is large and loyal.

As a consequence of these you're pulling results for your clients.

NOW

by giving your equipment some attention you, in all probability, can increase your coverage and the quality of your signal.

THEN

Your consistent audience will be larger . . . you'll get more listeners in your present primary area and its contour will increase to include many new listeners. Your sales department will have added circulation to sell. Results for your advertisers will increase . . . new clients will be added.

It's As Simple As This

Let our organization of practical radio engineers check your equipment . . . your signal strength and quality . . . your coverage.

We'll recommend what is necessary—not on theory but on practical experience.

W. P. HILLIARD CO.
2106 Calumet Ave.
CHICAGO, ILLINOIS

KGIR
Butte
Only network station in Western Montana

Wisconsin has the MONEY

The Brookmire Sales Map places southern Wisconsin in top position for sales prospects with an estimated increase of 27% in consumer income in 1935 over 1934—an increase exceeded in only one small section of the U. S. Only one station covers this market thoroughly.

WTMJ
The Milwaukee Journal
Representatives, Ed. Petry & Co.

Business Goes UP with the Mercury

WBAL accounts this summer hit ⟶
FAR AHEAD of last Jan.-March, ⟶
and they're going to STAY-UP!

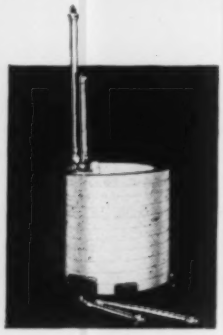
Advertisers know that NOW IT'S WBAL IN BALTIMORE.

Power, Progressiveness, Prestige and Program Popularity are the Causes of WBAL's Domination.

1060 KCS.
10,000 Watts
WBAL
BALTIMORE
Basic Blue Network
N.B.C.

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

PORCELAIN WATER COILS



Modernize your transmitter with these new Lapp Porcelain Water Coils. Permanent, secure, non-sludging, they eliminate one of the most troublesome pieces of equipment in the modern transmitter.

Write for your copy of the Lapp Radio Catalog describing insulators for every Broadcasting requirement.

Lapp Insulator Co., Inc.
Le Roy, New York, U. S. A.

Record Fall and Winter Foreseen

(Continued from page 6)

under consideration that I know of are being planned on a healthy, rational basis.

"Curtailing the length of announcements will not affect any of the major network programs, though it will be felt by some of the big local programs on independent stations, both large and small. Viewing the current developments as a whole, we welcome them as progressive, and are looking forward to definitely increased business."

J. WALTER THOMPSON CO. stated that it is continuing its radio campaigns. Since these are more numerous than in any previous summer, and since some additions to the list are already under contract for time in the fall, this agency is considered certain to have a greater dollar volume of business on the air by Christmas than in any other year.

From the radio field itself, BROADCASTING was advised by **J. F. JOHNS**, vice president of Free, Johns & Field Inc., station representatives, that an unusually large number of Chicago and Midwestern advertisers are planning new fall spot campaigns in the South, including quite a few who are invading this territory for the first time.

PERCY L. DEUTSCH, president of World Broadcasting System, stated that his company was having the best summer in its history and "with practically no letup in sight."

"On the basis of present estimates, current contracts and the usual fall increase, the probability is that this fall will see unprecedented activity in the transcription field," said Mr. Deutsch. "However, the facts that especially indicate excellent prospects for the fall go deeper than past performance. World Program Service is in a better position than ever before to carry out its purpose of building for local stations a foundation for retail advertising otherwise impossible. Wide acceptance on the part of local and national advertisers, coupled with the oft-expressed appreciation of the listening public, point without question to the biggest year local stations have ever enjoyed."

A startling revelation came from **WALTER J. NEFF**, sales manager of WOR, Newark, a leading independent station which handles the largest number of spot accounts in the metropolitan New York area. He stated that "expectations of increased business this fall are more than warranted."

"We wrote 55.3% more business in the first five months of this year than a year ago!" said Mr. Neff. "In the same period we broadcast 47.4% more than a year ago. The carryover of business into the summer period has been correspondingly greater—by far the best summer experienced to date. Never in our history have we had as much business at this time for September delivery. This would indicate that fall business this year will surpass by a large percentage that of any other fall season.

"In the case of WOR the new restrictions imposed on commercial copy and certain types of programs due to the FCC campaign will have no adverse effect on our fall business. We find ourselves in the position of continuing pleasant relationships with the advertisers and agencies without imposing any new restrictions. I believe this to be true of a great many stations in addition to WOR."

The major networks, of course, are fairly bubbling with enthusiasm and promise not only better commercials but superior sustainings this autumn and winter.

"NBC" said **EDGAR KOBAK**, sales vice president, "is now enjoying the greatest volume of summer network business in radio history. Present bookings for fall business indicate that both the Red and Blue networks will establish an all-time high.

"This steady increase in network business is reflected in individual NBC owned and operated stations, which are now in the position of setting new records in the matter of spot and local volume for the summer and fall. Furthermore, there is a constantly widening interest in daytime broadcasting, and both NBC networks are operating with the greatest volume of daytime business since their incorporation.

"Contributing factors to the tremendous gains made are, in addition to a definitely noticeable upswing in general business conditions, NBC's policies of constantly improving service, of perfecting programs, of amplifying coverage and of increasing cooperation with clients, agencies and the general public.

"NBC's progress in eliminating objectionable advertising from the air through the establishment of a continuity acceptance department has met with almost universal favor and has definitely increased the desire of prospective clients to use NBC facilities. Our method of operation in this matter is one of close cooperation in which NBC deals with the client and the agency, and we have found recently that manufacturers are doing everything they can to follow our suggestions in improving the quality of advertising.

"While we as broadcasters have the authority to censor all advertising, NBC's system of working directly with client and agency virtually eliminates the necessity for censorship. It improves the program and directly benefits the listener who hears the results obtained rather than hearing about the methods employed to obtain them.

"Other definite factors in NBC's fall business increase are the establishment of the 'Optional Time Plan', and the NBC 'Aireas Survey'. The former is the arrangement with network stations under which a certain stated period of each day is set aside for network programs, another for local station programs, while the third is optional. The NBC 'Aireas Survey' fills a long-felt want of advertisers by setting forth, through the use of maps and reliable figures, the geography and the numerical potential of NBC circulation. The result of two simultaneous nationwide studies, it shows the number and location of radio families reachable through stations and networks.

"NBC's new transcription plan, which is a practical application of the company's progressive policies, designed to imrove radio entertainment generally, has developed the largest volume of transcription business since the company entered this field.

"All activities of our sales department are intended basically, to assist our clients in selling more goods at a profit; to help the con-

They TURN the DIAL to 1460

. . . and it stays there!

Why? Because that's where the Northwest's radio audience finds the Star Programs of the Red and Blue Networks—exclusively on KSTP!

And that's just another reason why KSTP dominates the 9th U. S. Retail Market — that Metropolitan Trading Area of Minneapolis and St. Paul where 74.3c out of every retail dollar in Minnesota are spent — and why KSTP commands 50.1% of the total Twin Cities' radio audience!

For the authentic Ernst & Ernst Survey which certifies these facts, write to

General Sales Office, KSTP,
Minneapolis, Minn., or to our

NATIONAL REPRESENTATIVES:
. . . in New York—Paul H. Raymer Co., . . . in Chicago, Detroit, San Francisco—John Blair Co.

MINNEAPOLIS kstp ST. PAUL

DOMINATES THE 9th U. S. RETAIL MARKET

WFBG
ALTOONA, PA.
1310 kilocycles
100 watts
The Ideal Outlet
for
Central Penna. Coverage
Write Roy Thompson
"Voice of the Alleghenies"

WFIL adelphia
Only Philadelphia outlet for N. B. C. Basic Blue Network
560 Kilocycles 1000 Watts

sumer by simplifying his purchasing problems, and to bring to him the best products at the best possible price.

"NBC improvements in technique, quality, and equipment, are being attained without increasing the cost to the advertiser. Instead, radio is regularly lowering the cost per person reached, through more complete coverage, better programs and greater public service."

HUGH K. BOICE, CBS sales vice president, sees not only network business but spot on the increase, basing the latter observation on his contacts with Radio Sales Inc., the CBS subsidiary which acts as national advertising representative for CBS-owned stations, Don Lee stations and WFBL, Syracuse.

"Every indication," said Mr. Boice, "points to a record fall business for radio broadcasting in general, and for CBS. Contracts on hand are 20% ahead of the same time last year, and 80% ahead of the same time in 1933.

"It is evident that the pace radio broadcasting has set for the last five years will not only be maintained but accelerated in the coming months. The variety and quality of programs is particularly encouraging. Such headliners as Eddie Cantor, Alexander Woollcott, *The March of Time* (in a new five-days-a-week schedule), the Chesterfield series and many others are returning soon to the Columbia network. The Ford Symphony Hour will be back, while the Ford Fred Waring broadcasts, and Campbell's *Hollywood Hotel*, White Owl's *Burns & Allen* and Standard of New Jersey's *Guy Lombardo* are continuing through the summer and the coming season.

"Among the outstanding new shows coming to CBS is the *Lux Theatre of The Air* for Lever Brothers (beginning July 29) and Lawrence Tibbett on the Packard program.

"In addition to these elaborate shows, the stability and high ratio of renewal for the comparatively 'low-cost' radio campaign is particularly encouraging. Many of these are radio's oldest active advertisers, on the air from one to five years without interruption. CBS daytime sales, largely representing comparatively 'low-cost' programs showed an increase in 1935 of 50% over 1934—with 80% of the programs continuing right through the summer and fall.

"The volume of business for Radio Sales Inc., shows the same sharp up-curve as for the network. In fact, national 'spot' business on Radio Sales Station for the fall is being signed up a full two months earlier than in previous years."

GREAT ATLANTIC & PACIFIC TEA CO., New York (chain stores) for several weeks has been auditioning at both NBC and CBS a dramatized news feature, proposed to run five nights weekly, but has reached no decision on the program. Paris & Peart, New York, is the agency.

Cartier Quits CRC For Conservative's Election Campaign

Evidence Concluded in Inquiry Into Canadian ASCAP Branch

By JAMES MONTAGNES

JACQUES CARTIER, vice chairman of the Canadian Radio Commission, has resigned to organize the Conservative Party in Quebec Province for the fortcoming federal Canadian elections. He had been a commissioner less than eight months. One of the first radio announcers in the Dominion, a radio technician, newspaperman, advertising expert and political organizer, Cartier was considered a valuable appointment to the Commission. In becoming organizer for the present government party for Quebec, he is returning to the work he did for the Conservative Party in the 1930 election.

Simultaneously with Cartier's resignation the radio election campaign has started by the opposition parties, using national networks. The government party has not yet started its campaign nor has the date of the election been announced but provincial elections held the past two years have in every case resulted in defeat for the Conservative government. Should similar results develop from the federal election to be held in all probability in August or September, Cartier's resignation will make one less for the new government to let out of the broadcasting commission, as a new board will be certain to be picked.

* * *

THE Royal Commission under Judge James Parker has finished taking evidence in the investigation into the Canadian Performing Rights Society, branch of ASCAP, and findings are expected to be announced sometime in September.

Charges that the Society was an illegal monopoly acting in violation of the Canadian Combines Act were made towards the end of the hearings by Arthur C. Slaght, K.C., counsel for the Musical Protective Association. He also charged that the Society favored large music users and discriminated against the small music users. He recommended the prosecution of all Society officials under the Combines Act.

E. G. Gowling, K.C., counsel for the Canadian Radio Commission. charged that Canadian authors and composers were receiving little encouragement from the Society. Further, he asked Judge Parker to set a simple tariff which would be about one-quarter to one-third of that charged in Europe. At present Canadian music users pay higher fees than do similar users in Europe, and this despite Canada's much smaller population.

Samuel Rogers, representing broadcasting interests, told Judge Parker that the British Society charged somewhat less than 3% of the gross broadcasting revenues after deducting bad debts. In Australia the largest stations pay approximately 7 cents a selection, smaller stations paying 1 cent. He stated that he believed the larger stations in Canada pay more than that, with the smaller much less. He suggested a fee of 13 cents a selection for the larger stations and a fraction of a cent for the smaller stations.

Speaking for the Canadian Association of Broadcasters, Mr. Rogers stated he was authorized to suggest that if a fee is fixed for the whole of Canada the association would be prepared to accept one license for Canada, with the right to sub-license the various stations. This arrangement would not include the Canadian Radio Commission. Mr. Gowling for the Commission announced that the association and the commission could arrange that.

WWNC

Operated By The Citizen Broadcasting Company, Inc.

ASHEVILLE, N. C.

★

The Story of WWNC

Just off the Press

★

Watch For Your Copy

KOMA - KTAT - KTSA

THREE IMPORTANT SBS STATIONS OFFER

UNITED PRESS NEWS

A POTENT SALES FORCE NOW AVAILABLE SIX TIMES DAILY!

United Press News, interestingly handled and available in five or fifteen-minute periods, is a new and potent sales force for spot advertisers in three of the Southwest's most important markets. And KOMA — Oklahoma City, KTAT — Fort Worth-Dallas, and KTSA — San Antonio give maximum coverage in these markets. Cost of this service is card rates for time plus 35% for news. Special combination rates for exclusive sponsorship.

WRITE, WIRE OR TELEPHONE

JOHN BLAIR & COMPANY, National Representatives

New York Chicago Detroit San Francisco

▼

SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President, Fort Worth, Texas

RADIO'S BIG BUY

The Central Station—**WHO**—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

JULY 13 TO JULY 30, INCLUSIVE

Decisions . . .

JULY 16

WOR, Newark—Granted CP use present transmitter as aux., move to Carteret, N. J.

WJAX, Jacksonville, Fla. — Granted modif. CP approving transmitter site, extend completion.

KGBX, Springfield, Mo.—Granted modif. spec. change equip.

KABC, San Antonio—Granted CP change equip., increase from 100 to 250 w D.

WNAX, Yanktown, S. D. — Granted modif. CP extending commencement.

WPFB, Hattiesburg, Miss.—Granted vol. assign. license to Forrest Brdcstg. Co.

WSPD, Toledo—Granted modif. CP extend completion.

WGH, Newport News, Va.—Granted license for CP 1310 kc 100 w N 250 w D unltd.

KIUJ, Santa Fe, N. M.—Granted assignment license to W. C. Irvin.

WNBC, New Britain, Conn.—Granted license for CP new station 1380 kc 250 w D.

WSVA, Harrisonburg, Va.—Granted license for CP 550 kc 500 w D.

KFAB, Lincoln, Neb.—Granted license for CP new equip., increase from 5 to 10 kw 770 kc simul.-WBBM D, S-WBBM N, syn.-WBBM LS to midnight.

KAST, Astoria, Ore.—Granted license for CP new station 1370 kc 100 w D.

KIUP, Durango, Col. — Granted invol. assign. CP to C. Guy Shepard.

NEW, G. L. Burns, Brady, Tex.—Granted amended CP 1500 kc 100 w D, applic. dismissed from hearing docket.

WLW, Cincinnati—Granted modif. temp. auth. 500 kw N and conventional antenna 30 days.

SPECIAL AUTHORIZATIONS—KGGF, Coffeyville, Kan., granted extension temp. auth. specified hours; WCNW, Brooklyn, granted temp. auth. remain silent spec. hours; WJJD, Chicago, granted extension temp. auth. operate spec. hours.

SET FOR HEARING—NEW, John A. Stump, Fairbanks, Ala., CP 1210 kc 50 w spec.; NEW, W. H. Kindig, Hollywood, CP 1300 kc 1 kw S-KFAC; NEW, R. J. Nasser, Sacramento, CP 850 kc 250 w D; WDAE, Tampa, Fla., CP change equip., increase from 1 to 5 kw D; KADA, Ada, Okla., spec. auth. 1200 kc 100 w unltd.; NEW, Albert E. Davis, Brownwood, Tex., CP 1200 kc 100 w unltd.; KOL, Seattle, mod. license from 2½ to 5 kw; WJBW, New Orleans, mod. license from S-WBNO to unltd.; NEW, A. Staneart Graham, E. V. Baxter, Norman Baxter, d/b Pittsburg Brdcstg. Co., Pittsburg, Kan., CP amended from 1310 to 1500 kc 100 w unltd.; NEW, Clark Standiford, Visalia, Cal., CP amended re site 1320 kc 100 w D.

ORAL ARGUMENT GRANTED—Broadcast Division sitting en banc will hear oral argument 11-7-35 on exceptions to Ex. Rep. 1-44 on applic. KMAC, San Antonio for exp. auth. change from 1370 to 950 kc, increase from 100 w to 1 kw, unltd., also applic. T. E. Kirksey, Lubbock, Tex., change from 1310 to 940 kc increase from 100 to 500 w, also applic. KGKL, San Angelo, Tex., change from 1370 to 940 kc increase to 500 w D; and on exceptions to I-61 on applic. J. L. Scroggin for new station at St. Joseph, Mo., 1310 kc 100 w unltd., and identical applic. by News Brdcstg. Co., St. Joseph.

ACTION ON EXAMINER'S REPORT—NEW, Radio Service Inc., Las Vegas, Nev., denied as in default applic. CP 1200 kc 100 w unltd., sustaining Examiner Seward.

MISCELLANEOUS—WALR, Zanesville, O., denied auth. operate D only in Toledo 100 w 1210 kc; KGKO, Wichita Falls, Tex., reconsidered action of 6-18 granting license and set for hearing applic. 1240 kc 1 kw unltd.; KTAT, Fort Worth, reconsidered action 6-18 granting license and set for hearing applic. 570 kc 500 w N 1 kw unltd.; KFH, Wichita, suspended action 5-28 authorizing equip. changes and increase to 5 kw D and set for hearing on protest KFBI.

RATIFICATIONS:

KOB, Albuquerque, N. M.—Granted extension operate reduced power (7-8).

WESG, Elmira, N. Y.—Granted temp. auth. unltd. time during emergency (7-11).

KAM, Shenandoah, Ia.; NEW, Golden Gate Brdcstg. Co., San Francisco; NEW, Cache Valley Brdcstg. Service, Logan, Utah; NEW, E. W. Pierce, Taylor, Tex.; NEW, Utah Brdcstg. Co., Salt Lake City; NEW, Mid-Central Brdcstg. Co., Kansas City—Granted auth. take depositions.

NEW, Kelsey-Jenney Commercial College, San Diego, denied request to hold hearing at San Diego or Los Angeles.(7-9).

NEW, Utah Brdcstg. Co., Salt Lake City & Cache Valley Brdcstg. Service, Logan, Utah—Denied petition to have cases heard in Salt Lake City (7-9).

JULY 23

KVSO, Ardmore, Okla.—Granted modif. CP trans. site, antenna, change equip.

WMPC, Lapeer, Mich.—Granted license for CP new equip, increase to 250 w D 1200 kc 100 w N spec.

WMFO, Decatur, Ala.—Granted license for CP as modif. new station 1370 kc 100 w D.

KFAB, Lincoln, Neb.—Granted extension exp. auth. synchronize with WBBM after sunset to 1-31-36, simul. D WBBM.

WBBM, Chicago—Granted extension exp. auth. synchronize with KFAB after sunset, simul. D KFAB.

W7XBD, Portland, Ore.—Granted modif. CP extend completion.

SPECIAL AUTHORIZATIONS—KWEA, Shreveport, La., granted extension temp. auth. remain silent to 9-30-31; WFIL, Philadelphia, granted extension exp. auth. 560 kc 1 kw N during August; WCFL, Chicago, granted temp. auth. use main transmitter as auxiliary 10 days; WSUI, Iowa City, granted temp. auth. operate spec. hours; WICC, Bridgeport, Conn., granted temp. auth. operate unltd. to 8-25-35; WGNY, Chester twp., N. Y., granted temp. auth. operate simul. WGBB, WFAS, WBRB spec. hours.

SET FOR HEARING—NEW, Wyoming Radio Educational Assn, Cheyenne, Wyo., applic. CP in hearing docket amended to 630 kc 500 w N 1 kw D unltd.; NEW, Western Utah Brdcstg. Co., Price, Utah, applic. CP 1420 kc 100 w unltd.; WTMJ, Milwaukee, renewal license 620 kc 1 kw with added 4 kw sunrise to sunset; KNX, Los Angeles, renewal license 1050 kc 50 kw unltd.; KFRO, San Francisco, renewal license 610 kc 1 kw unltd.; WAIU, Columbus, O., renewal license 640 kc 500 w ltd., to be heard by Broadcast Division 11-14-35.

ACTION ON EXAMINER'S REPORT—WCAE, Pittsburgh, granted CP install new equip., operate on 1220 kc 1 kw N increased from 1 to 5 kw D unltd., sustaining Examiner Hyde and effective 7-30-35.

ACTION IN CASE HEARD BY BROADCAST DIVISION — WMCA, New York, granted license renewal 570 kc 500 w unltd., effective 8-6-35.

MISCELLANEOUS—WMBG, Richmond, Va., hearing set for Aug. 8 continued, to be heard with applications of WRVA, WPHR, WLBG, Century Brdcstg. Co. Inc.; KFUO, Clayton, Mo., denied permission to withdraw without prejudice applic. 640 kc 1 kw D, part of WOI facilities, to remain in hearing docket; WOI, Ames, Ia., applic. renewal license to remain in hearing docket pending decision on hearing; Wm. O. Ansley Jr., d.b Guilford Brdcstg. Co., Abilene, Tex., granted auth. take depositions in support of applic. CP new station at Abilene; WFIL, Philadelphia, applic. modif. license 560 kc 1 kw unltd., pending since 4-4-35, superseded by permanent grant of 1 kw D, retired to closed files.

APPLICATIONS DENIED (as in default) — NEW, Lee Medley & T. O. Hurst, d/b Central Brdcstg. Sta., Brownwood, Tex., CP 1210 kc 100 w unltd.; NEW, Homer York, Lufkin, Tex., CP 1350 kc 250 w spec.; NEW, Commercial Brdcstrs. Inc., Moorhead, Minn., CP 1310 kc 100 w unltd.

RATIFICATIONS

WPAD, Paducah, Ky.—Granted extension program test (7-13).

KHJ, Los Angeles—Granted extension program test (7-18).

JULY 30

(Commissioners Sykes, Walker & Payne sitting)

WCFL, Chicago—Granted temp. extension exp. auth. 1 month for 1½ kw 970 kc unltd.

KOB, Albuquerque—Granted renewal 30 days from Aug. 1 on 1180 kc 10 kw sh.

WJZ, New York—Granted license for exp. auth. increase from 30 to 50 kw unltd. 760 kc.

WMT, Waterloo—Granted modif. spec. auth. directional antenna 600 kc 500 w N 1 kw D unltd., under spec. auth. 1 kw N 2½ kw D.

WREC, Memphis—Granted modif. CP move trans. locally, increase from 500 w N 1 kw D to 1 kw N 2½ kw D, extend completion.

KPCB, Seattle—Granted transfer of control to Saul Haas.

KLZ, Denver—Granted transfer of control to E. K. Gaylord and Inez K. Gaylord.

WREN, Lawrence—Granted auth. measure antenna power, license for CP 1220 kc 1 kw N 5 kw D SH-KFKU.

KOKB, Tyler, Tex.—Granted temp. auth. specified hours pending applic. additional hours.

WMFF, Plattsburg—Granted CP move trans. locally, change equip., increase from 100 to 250 w D.

NEW, Honolulu Brdcstg. Co. Ltd., Hilo, T. H.—Granted CP 1420 kc 100 w unltd.

WJBK, Detroit—Granted CP change equip.

WPAR, Parkersburg, W. Va.—Granted license for CP as modif., 1420 kc 100 w unltd.

KGVO, Missoula, Mont.—Granted temp. license for CP 1200 kc 100 w unltd.

WLLH, Lowell, Mass.—Granted consent vol. assign. license to Merrimac Brdcstg. Co. Inc., 1370 kc 100 w N 250 w D unltd.

KGHL, Billings, Mont.—Granted renewal license, reconsidering action in setting applic. for hearing, dismissing same from hearing docket.

WPTF, Raleigh, N. C.—Granted extension exp. auth. use 1 kw aux. transmitter spec. hours, extension exp. auth. spec. hours.

WESG, Elmira—Granted extension exp. auth. D to LS New Orleans 850 kc 1 kw to 2-1-36.

WBAL, Baltimore — Granted extension exp. auth. Simul.-KTHS spec. hours, synchronize WJZ spec. hours.

KTHS, Hot Springs, Ark.—Granted extension exp. auth. Simul.-WBAL and remain silent spec. hours 1060 kc 10 kw for 6 months.

WTIC, Hartford—Granted extension exp. auth. Simul.-KRLD 1040 kc 50 kw unltd. to 11-1-35.

KRLD, Dallas — Granted extension exp. auth. Simul.-WTIC to 11-1-35.

WJAG, Norfolk, Neb.—Granted extension exp. auth. 1060 kc 1 kw ltd. to 2-1-36.

KWJJ, Portland, Ore.—Granted extension exp. auth. 1040 kc ltd., spec. hours.

SPECIAL AUTHORIZATIONS—WDBO, Orlando, Fla., granted extension temp. auth. use additional 750 w N in August; WBAA, W. Lafayette, Ind., granted temp. auth. reduce hours and remain silent; KGCA, Decorah, Ia., granted temp. auth. remain silent; WJEJ, Hagerstown, Md., granted extension temp. auth. operate 50 w spec. hours.

SET FOR HEARING—KMBC, Kansas City, renewal license 950 kc 1 kw and 1½ kw spec. hours unltd.; NEW, Springfield Newspapers Inc., Springfield, Mo., CP in hearing docket amended to 710 kc 1 kw D, also granted petition of KGBX to intervene; NEW, Carl S. Taylor, Dubois, Pa., applic. CP 780 kc 250 w D; WPHR, Petersburg, Va., applic. CP move trans. & studio to Richmond; NEW, Philco Radio & Television Corp., Philadelphia, applic. CP exp. station to trasmit sound with visual station W3XE; NEW, Pampa Daily News Inc., Pampa, Tex., applic. CP 1200 kc 100 w D; NEW, L. S. Packard, L. H. Stebbins, Alden C. Packard d/b Valley Brdcstg. Co., Pomona, Cal., applic. CP 1160 kc 250 w D; NEW, Dudley J. Connolly & Co., Chattanooga, amended CP re transmitter, change equip., change hours to D only, 1200 kc 100 w D; NEW, Central Texas Brdcstg. Co. Inc., Fort Worth, Tex., applic. CP 1210 kc 100 w unltd.; NEW, Paul R. Heitmeyer, Cheyenne, Wyo., applic. CP 1210 kc 100 w 250 w D unltd.; KUJ, Walla Walla, Wash., applic. CP new equip., change from 1370 to 1050 kc, 1 kw, move locally; WMMN, Fairmont, W. Va., renewal license 890 kc 250 w unltd.

MISCELLANEOUS — WRBX, Roanoke, Va., denied temp. auth. unltd. time; WJZ, New York, retired to files applic. extension exp. auth. 50 kw D & N to 2-1-36, already covered by applic. for license; WMBR, Jacksonville, Fla., granted petition intervene applic. A. O. Jenkins new station 610 kc 250 w unltd.; WMFI, New Haven, granted modif. CP move trans., studio locally, extend completion; WLW, Cincinnati, granted extension exp. auth. 500 kw N direction and 500 kw D unltd.; KFCB, Seattle, granted extension exp. auth. 710 kc 250 w unltd. 30 days; WHA, Madison, Wis., granted temp. auth. spec. hours 1 kw 30 days; WCAZ, Carthage, Ill., granted temp. auth. spec. hours.

APPLICATIONS DISMISSED — NEW, Samuel Nathanuel Morris, Stamford, Tex., CP 1420 kc 100 w spec.; KGKO, Wichita Falls, Tex., exp. auth. 1240 kc 1 kw unltd.; WJEJ, Hagerstown, Md., CP 1230 kc 250 w 500 w LS unltd.

RATIFICATIONS:

WMPC, Lapeer, Mich., granted auth. extend program tests 30 days pending action on license applic. (7-20).

ENGINEERS SEE WOR—A group of Metropolitan radio technical executives who visited WOR's new 50,000-watt transmitter at Carteret, N. J., July 19 as guests of Jack R. Poppele, WOR's chief engineer. Front row (L to R): Irwin R. Wolfe, WHBI, Newark; Frank Stahl, Graybar Electrical Co.; Richard E. O'Dea, president of WNEW, New York; G. R. Windham, F. William Boettaher, Paul W. Fuelling, WHN, New York; Second row: Charles Singer, WOR; M. J. Weiner, WNEW; J. E. Lowe, WBBR, Staten Island; Paul J. Gallhofer, WMBQ, Brooklyn; H. S. Taylor, Graybar Electrical Co.; Groner Wezeman, WHOM, Jersey City and J. R. Poppele, WOR.

WCMI, Ashland, Ky., granted license 1310 kc 100 w unltd. (7-24).

WHIS, Bluefield, W. Va.—Granted temp. auth. composite trans. 30 days (7-27).

WJER, Milwaukee—Granted temp. auth. operate pickup station (7-19).

Examiners' Reports . . .

NEW, Carl C. Struble, The Dalles, Ore.—Examiner Bramhall recommended (I-73) that applic. CP 1200 kc 100 w unltd. be denied.

NEW, F. L. Whitesell, Forty Fort, Pa.—Examiner Hyde recommended (I-74) that applic. CP 930 kc 500 w D be denied.

KTFI, Twin Falls, Id.—Examiner Walker recommended (I-75) that applic. CP change from 1240 to 630 kc unltd. 500 w N 1 kw D be granted.

KFBI, Abilene, Kan. — Commissioner Brown recommended on basis of hearing held March 25-26 at San Antonio that applic. renewal of license 1050 kc 5 kw ltd. be denied.

KGFJ, Los Angeles; KFWB, Hollywood; KMPC, Beverley Hills; KRKD, Los Angeles; KIEV, Los Angeles—Commissioner Brown recommended after hearings April 9-12 at Los Angeles that applic. for license renewals be granted.

NEW, National Battery Brdcstg. Co.; Dr. George W. Young; Edward Hoffman, Radio Chapel of the Air, Minneapolis-St. Paul — Examiner Dalberg recommended (I-76) that Edward Hoffman be granted CP 1370 kc 100 w unltd. and that other applications be denied.

NEW, H. K. Glass & M. C. Kirkland, Eustis, Fla., applic. CP 1310 kc 100 w LS; NEW, Lake Region Brdcstg. Co., Lakeland, Fla., applic. 1310 kc 100 w unltd.; NEW, G. D. Goff, Tampa, Fla., applic. 1500 kc 100 w unltd.; NEW, Robert Louis Sanders, Palm Beach, Fla., applic. 1420 kc 100 w unltd.; NEW, Hazlewood Inc., West Palm Beach, Fla., applic. 1200 kc 100 w unltd. — Examiner Hill recommended (I-77) that applic. H. K. Glass & M. C. Kirkland be denied; that applic. Lake Region Brdcstg. Co. be granted if suitable antenna is installed; that applic. G. D. Goff be granted if suitable antenna is installed; that applic. Robert Louis Sanders be denied; that applic. Hazlewood Inc., be granted if suitable antenna is installed.

NEW, Head of the Lakes Brdcstg. Co., Virginia, Minn. — Examiner Hyde recommended (I-78) that applic. CP 1370 kc 100 w unltd. be granted.

WNEW, Newark — Examiner Walker recommended (I-79) that applic. increase power to LS from 2½ to 5 kw be granted.

NEW, Dr. William J. Reynolds and William J. Reynolds Jr., Selma, Ala.—Examiner Hyde recommended (I-80) that applic. CP 1500 kc 100 w D be granted.

KOOS, Marshfield, Ore. — Examiner Bramhall recommended (I-81) that applic. modif. CP from 1200 to 1390 kc, from 100 w 250 w LS D and spec. hours N to 250 w LS be granted.

WTAQ, Eau Claire, Wis.—Examiner Hill recommended (I-82) that applic. 1330 kc 1 kw Simul.-KSCJ D. spec. N, and vol. assignment license to WHBY Inc., Green Bay, Wis., be granted.

CAPT. S. C. HOOPER, for the last seven years chief of U. S. Naval Communications will be relieved of his post Aug. 7 and succeeded by Capt. Gilbert J. Rowcliff, assigned to Washington from the Battle Fleet. Capt. Hooper will become technical aide to the Chief of Naval Operations.

Applications . . .

JULY 13

WJAR, Providence, R. I.—Modif. CP change equip., move transmitter locally, increase from 250 w 500 w D to 500 w D & N, extend completion.

NEW, American Brdcstg. Co., Pittsburgh, Pa.—CP 1420 kc 100 w unltd.

WPAR, Parkersburg, W. Va.—License for CP as modif. new station 1420 kc .00 w unltd.

KIUN, Pecos, Tex.—Modif. CP new station 1420 kc 100 w unltd., change equip.

NEW, Reporter Brdcstg. Co., Abilene, Tex.—CP 1420 kc 100 w unltd., amended to change name from Reporter Pub. Co. Inc.

NEW, Big Spring Herald Brdcstg. Co., Big Spring, Tex.—CP 1500 kc 100 w unltd., amended to change name.

NEW, Attala Brdcstg. Corp., Columbus, Miss.—CP 1200 kc 100 w unltd., amended re equip., transmitter site.

NEW, North Texas Brdcstg. Co., Paris, Tex.—CP 1500 kc 100 w D, amended to change name from North Texas Pub. Co.

APPLICATION RETURNED — WEBR, Buffalo, modif. license to N from 1 hour after LS.

JULY 16

WMFI, New Haven, Conn.—Modif. CP as modified extend completion, change equip., move transmitter locally, move studio locally.

WESG, Ithaca, N. Y.—Extension spec. auth. 850 kc D to LS New Orleans to 2-1-36.

NEW, Valley Brdcstg. Co., Youngstown —CP 1370 kc 100 w D, amended re equip.

NEW, Steel City Brdcstg. Co., Harold C. Lund, Bernard Armstrong, Jerome Mayhall, Pittsburgh—CP 890 kc 500 w unltd., amended to 1420 kc 100 w 250 w D.

NEW, Farmers Educational & Coop. Union, Bismarck, N. D.—CP 550 kc 1 kw 5 kw D unltd., facilities KFYR.

NEW, Clark Standiford, Fresno, Cal.—CP 1210 kc 100 w unltd., amended to 1370 kc D.

APPLICATIONS RETURNED — NEW, Fred S. Rogers, Glen Falls, N. Y., CP 1210 kc 100 w unltd.; NEW, Palm Beach Brdcstg. Service (Robert H. Eaves, F. E. Neel), West Palm Beach, Fla., CP 1370 kc 100 w unltd.; NEW, Milton Kaufman & Jonas Weiland, Kinston, N. C., CP 620 kc 1 kw unltd.; NEW, Walter L. Stricker & Chris Larsen, Rock Springs, Wyo., CP 1210 kc 100 w unltd.

JULY 18

WBAL, Baltimore—Extension exp. auth. change hours from S-WTIC to daily simul. 1060 kc with KTHS to 9 p. m., unltd. on 1060 after 9 p. m., synchronize with WJZ 760 kc 2½ kw until end of license period.

NEW, Philip J. Wiseman, Lewiston, Me. —CP 1210 kc 100 w unltd., amended re trans. site.

NEW, WRBC Inc., Youngstown, O.—CP 890 kc 1 kw unltd.

NEW, WRBC Inc., Cleveland—CP 550 kc 250 w unltd., amended to 780 kc 1 kw, change equip.

WRGA, Rome, Ga.—License for CP modif. change equip., increase from 100 w to 100 w N 250 w D.

WFLA-WSUN, Clearwater, Fla.—Extension exp. auth. 1 kw directional N 5 kw D to 3-1-36.

NEW, Merced, Cal.—CP 1040 kc 250 w D.

NEW, Arthur Westlund & Jules Cohn, Santa Rosa, Cal.—CP 1500 kc 100 w unltd., amended to 1310 kc, change equip.

KFUH, Del Monte, Cal.—Modif. CP new station 1210 kc 100 w unltd., change equip., transmitter site to Municipal wharm, Monterey, extend completion, amend to omit extension completion date.

JULY 23

WNRI, Newport, R. I.—Modif. CP move transmitter locally, change equip., amended to move studio, extend completion.

WPRP, Ponce, P. R.—Modif. CP new station 1420 kc 100 w 250 w D spec., to extend completion.

NEW, Robert E. Cole, Washington, Pa. —CP 1350 kc 250 w D, amended to change firm name to Washington Brdcstg. Co.

WMBR, Jacksonville, Fla.—CP change equip., increase from 100 to 250 w D, amended re trans. site.

NEW, J. R. Maddox, J. Richards, d/b Tuscaloosa Brdcstg. Co., Tuscaloosa, Ala. —CP 1370 kc 100 w D.

NEW, Clarence Scharbauer, Midland, Tex.—CP 1200 kc 100 w D.

KIUN, Pecos, Tex.—Modif. CP change equip., amended re trans. site, antenna.

NEW, Harold F. Foraker & Ray D. Luzadder, d/b Wichita Brdcstg. Co., Wichita, Kan.—CP 1500 kc 100 w unltd.

NEW, Paul R. Heitmeyer, Salt Lake City—CP 1210 kc 100 w D, amended to unltd.

KLO, Ogden, Utah—CP change equip., increase from 500 w to 1 kw, amended re antenna, trans. site.

JULY 24

WNYC, New York—CP new equip., increase from 1 to 5 kw LS, 1 kw to LS at Minneapolis, move transmitter to New Springville Park, N. Y.

WOOD, Grand Rapids, Mich. — CP change equip., increase from 500 w to 1 kw, amended re antenna.

WJSV, Washington—Modif. license to move Alexandria studio to Washington.

WGBI, Scranton—Extension spec. auth. additional 250 w to 3-1-36.

NEW, C. E. Baker & H. W. Slavick, Meridan, Mass.—CP 1420 kc 100 w 250 w D unltd.

KFEQ, St. Joseph, Mo.—CP new equip., increase from 2½ to 5 kw D, amended to change name from Scroggin & Co. Bank to KFEQ Inc.

NEW, Roberts MacNab Hotel Co., Jamestown, N. D.—CP 1420 kc 100 w unltd., amended to 1310 kc.

KPCB, Seattle—License for CP change equip., extend spec. auth. 710 kc 250 w unltd. to 2-1-36.

APPLICATIONS RETURNED — NEW, Valley Brdcstg. Co., Cleveland, CP 890 kc 1 kw unltd.

JULY 26

WPRO, Providence, R. I. — Cp new equip., increase from 250 w to 1 kw D.

KELD, El Dorado, Ark.—Modif. CP new station 1370 kc 100 w unltd. re equip.

WCAL, Northfield, Minn.—Modif. license re hours.

NEW, Mankato Brdcstg. Co., Mankato, Minn.—CP 1210 kc 100 w unltd.

NEW, Clark Standiford, Visalia, Cal.—CP 1310 kc 100 w D, amended to unltd.

KPCB, Seattle—Transfer of control to Saul Haas.

NEW, Robert Kaufman, Inglewood, Cal. —CP 1210 kc 100 w spec. D, amended to Voice of Labor Stations Inc.

NEW, Golden Empire Brdcstg. Co., Sacramento—CP 1500 kc 100 w unltd., amended to 1310 kc.

KGVO, Missoula, Mont.—Modif. CP new equip., change from 1200 to 1260 kc, increase from 100 w to 1 kw, move transmitter locally.

APPLICATIONS RETURNED — NEW, Puerto Rico Adv. Co., Mayaguez, P. R., CP 1370 kc 250 w ltd.; NEW, Hoyt Bros. Inc., Newark, CP 720 kc 100 w unltd.; NEW, Lico's Drive In Market, Pajaro, Cal., CP 1500 & 1060 kc, 50 w unltd.; NEW, Donald A. Wike, LaGrande, Ore., CP 1210 kc 100 w unltd., WGES, Chicago, modif. license from 500 w to 1 kw D.

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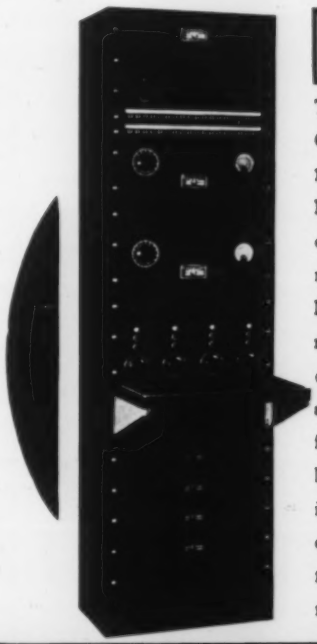

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The **Collins Series 12 Speech Input Equipment** has been designed to meet all modern requirements of **high fidelity, quality** and **reliability.** Several models are available, providing a wide range of facilities for large or small installations, with a flexibility of design allowing **easy expansion** to meet future needs.

Collins Radio Company

CEDAR RAPIDS, IOWA, U. S. A.

New York, 11 West 42nd St. — Mexico City, Edificio "La Nacional"

Atwater Kent on CBS

ATWATER KENT MFG. Co., Philadelphia (radio receivers) on Sept. 19 will start a series of symphonic programs with guest operatic stars on a nationwide CBS network, using the 8:30-9 p. m. period if time can be cleared. The contract is for 13 weeks with the possibility that it will be extended. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

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Found by WWVA

AN ANNOUNCEMENT over WWVA, Wheeling, W. Va., located Luke Walton, of Terre Haute, en route through Wheeling to CBS studios in New York with Mrs. Walton, Guy Slover and Gene Morgan, a clerk in a Wheeling hotel telling Walton as he registered that WWVA had announced the death of his mother in Greencastle, Ind., and was trying to locate him. Slover and Morgan, who broadcast as *Si & Ezra*, visited WWVA studios and found Fielden Farrington, Walter Patterson, Hal Harris and Denver Darling, all formerly of WBOW, Terre Haute, in the midst of a program.

Dr. Jolliffe on Tour

LEAVING by automobile July 17 on a tour of inspection of FCC field offices, Dr. C. B. Jolliffe, FCC chief engineer, is now en route to the Pacific Coast where he will visit with the Commission's inspectors to aid them in organization plans. Dr. Jolliffe is now on a fixed itinerary, but was to go first to the frequency monitoring station at Grand Island, Neb., and thence to Denver, Seattle, Portland, San Francisco and Los Angeles. His plans do not include inspecting the FCC's offices East of the Mississippi which he toured earlier this year. He will return Sept. 1.

Bugler Cigarette Sports

BROWN & WILLIAMSON TOBACCO Corp., Louisville, on July 29 started promoting its Bugler cigarette tobacco over KYW, Philadelphia, and KDKA, Pittsburgh. On KYW, Chris Wood summarizes racing results six nights weekly, five-minutes each. Ed Sprague gives five-minute baseball resumes seven nights a week. The initial contract is for 13 weeks. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

SOL A. ROSENBLATT, former NRA administrator in charge of the broadcasting code, on July 27 announced opening of law offices in the International Bldg., Rockefeller Center, New York, in association with William B. Jaffe, formerly with Nathan Burkan.

Another Piscator

BIG CATCH — Ed Jansen, commercial manager of KVI, Tacoma, reports this 18-pound salmon was only one of three he caught in a morning's angling in Puget Sound, only 10 minutes away from KVI's studios. It felt like 150 pounds during the 30 minutes it took to land this fish, he says, and he invites "all the boys in the broadcasting and advertising industry" to come out anytime during the season for a day's fishing. He guarantees results.

Radio Introducing Gas

RADIO is being used by American Oil Co., Baltimore (Amoco gas and oil) to introduce its new brand of "Air Conditioned Gas" which goes on the market early in August. Beginning July 31, one-minute transcriptions are being placed on 20 or more stations along the Eastern seaboard from Maine to Florida, the company's territory. The campaign will run 30 days, and plans include additional 20-second station break announcements with the jingle idea later in August. Joseph Katz Co., Baltimore, handles the account.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

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66 BROAD STREET NEW YORK, N. Y.

D. L. & W. Coal Series

DELAWARE LACKAWANNA & WESTERN COAL Co., New York (Blue Coal) will begin a new series of radio programs over both NBC and CBS networks in October. The talent has not been definitely decided on nor has the radio station setup been completed. Present plans call for the use of prominent stage stars. Ruthrauff & Ryan Inc., N. Y., is the agency.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Cleared channel Midwest station, not in Chicago, desires experienced radio salesman, preferably one with experience selling on cleared channel station. State experience, age, salary, references. Box 358, BROADCASTING.

Part interest in low power Southern regional station. Must be personable live wire business getter with best references and a little capital. Bond required. Box 345, BROADCASTING.

Situations Wanted

Announcer and production man with five years' experience desires connection. Now employed and opportunity must be good. Write Box 353, BROADCASTING.

Increase station's income. Capable young salesman, dramatic experience, can announce, write some continuity. Box 348, BROADCASTING.

Announcer—also write continuity, plan programs. Go anywhere. Salary secondary to opportunity. Excellent references. Box 346, BROADCASTING.

Young lady holding 2nd class commercial and 1st class radiophone license open to offers; experience. Anne L. Smalley, Harwichport, Mass.

Program, musical director, announcer, continuity writer, orchestra leader. Seven years' experience. College education. Employed. Fine letters of recommendation. Box. 352 BROADCASTING.

High type commercial man now available in the East. Wide experience. Now doing sixty-five per cent business small successful Eastern station. Commercial managership preferred. Age 34. Box 354, BROADCASTING.

Station director or commercial manager. A-1 broadcast executive. Twelve years' experience directing and managing important American stations. Exceptional record in station development. Recommendations from important radio executives. Location unimportant. Box 351, BROADCASTING.

Music — Talent

Program Managers, Artists, send for list of new songs—available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.

Barn Dance, 12 people, 2 years' experience radio and stage. Desire connection with large station on either percentage or salary basis. Can handle own booking, transportation. Can break down for short programs or augment for long ones. Box 347, BROADCASTING.

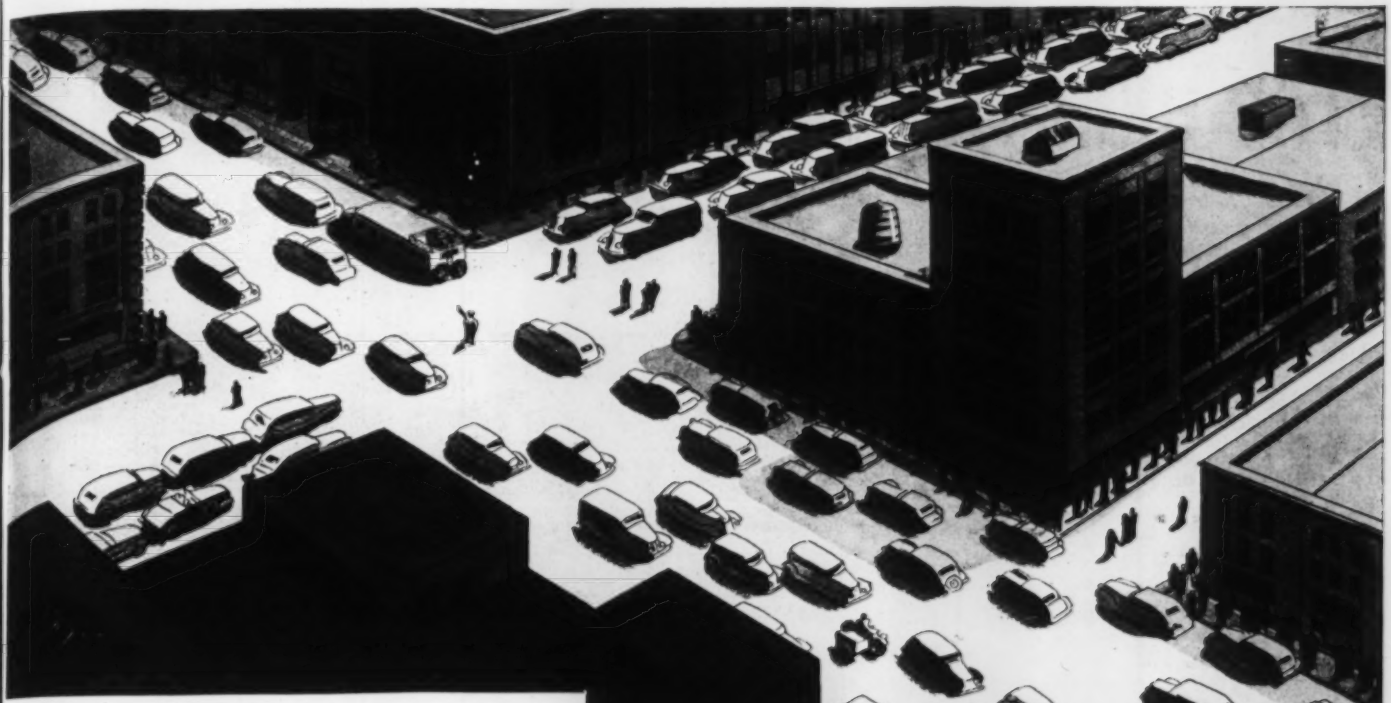
Wanted To Buy

Wanted: 100 watt transmitter or other equipment for same. Must conform to all requirements of Commission. Give full details for cash. Box 349, BROADCASTING.

Wanted to Buy: 100 watt commercial broadcast transmitter for use in Mexico. Must be priced right. Write giving full information to 419 Reliance Bldg., Kansas City, Mo.

For Sale

2-Western Electric 8-B input equipments for station wishing 2 channel operation. Available at once. Complete details upon request. Edison Electric Illuminating Co., 39 Boylston St., Station WEEI, Boston, Mass.



TRADE ARTERIES

Your product may be carried by every merchant in town, but it's the stores on the most important streets that attract the biggest crowds and do your greatest volume of sales.

Select your local radio stations as you select your local sales outlets. Stations where listener traffic is heaviest. Stations that present many other famous advertised brands.

In New England, WBZ and WBZA are your Trade Arteries. They are prestige stations of NBC's Blue Network. They reach an audience of 1,145,761 radio families*. *And a recent reduction of from 18% to 23% in rates makes them an even better buy than before.*

***NBC Stations Airea maps, showing the potential circulation of WBZ and WBZA as determined by the New NBC Method of Audience Measurement, are now ready for distribution.**

A copy will be sent to you at once, upon request.

WBZ *and* **WBZA**

50,000 WATTS — BOSTON

1,000 WATTS — SPRINGFIELD

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